

A large, light gray logo consisting of a stylized 'D' and 'A'. The 'D' is formed by a thick vertical line on the left and a thick curved line on the right. The 'A' is formed by two thick diagonal lines meeting at a point at the top, with a thick horizontal line at the base.

**Think further,
Design beyond**

DOMUS ACADEMY MILANO

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01

A PLACE FOR ENVISIONERS

The visionary school of design research and experience supporting the next-generation to be system game-changers and leaders of tomorrow, encouraging young talents to use imagination and creativity to shape the world and create the change.

02

CROSS-KNOWLEDGE PROFILES

The school has always focused its pedagogical approach on vertical knowledge as well as on horizontal skillset, contaminating different areas of knowledge and providing students with long lasting curriculum.

03

REAL INTERNATIONAL ENVIRONMENT

An open international and collaborative environment where talents can work with faculty and companies on future based concepts through disruptive and cross-disciplinary design approaches.

04

UNIQUE EXPERIENCE & CAREER OPPORTUNITIES

Learning methodology based on multiple activities: lectures, workshops, labs, bootcamps, and customisable study plan. Connections with companies and professionals, masterclasses with designers and Alumni. Highest Certified Placement rate.

05

ICONIC DESIGN SCHOOL IN THE DESIGN CAPITAL

Full range of courses with Italian and International accreditation. Based in Milan, the world's capital of fashion and design. Internationally recognised as one of the most iconic Schools.

Studying in Milan

Design is part of the fabric of Milan. From the fashion tradition of the city to its new role as a start-up hub, Milan is home to a thriving commercial design industry and a globally facing creative culture. Life in Milan moves at a relentless pace, in fact it is hard to remain unmoved or detached from all the cultural, social and business activities afoot. There is no better place to pursue a design education.

2000+ INNOVATIVE START-UPS

1 INTERNATIONAL MILAN DESIGN WEEK

4 FASHION WEEKS

NEW SKYLINE AND NEIGHBOURHOODS BY ZAHA HADID,
DANIEL LIBESKIND, ARATA ISOZAKI

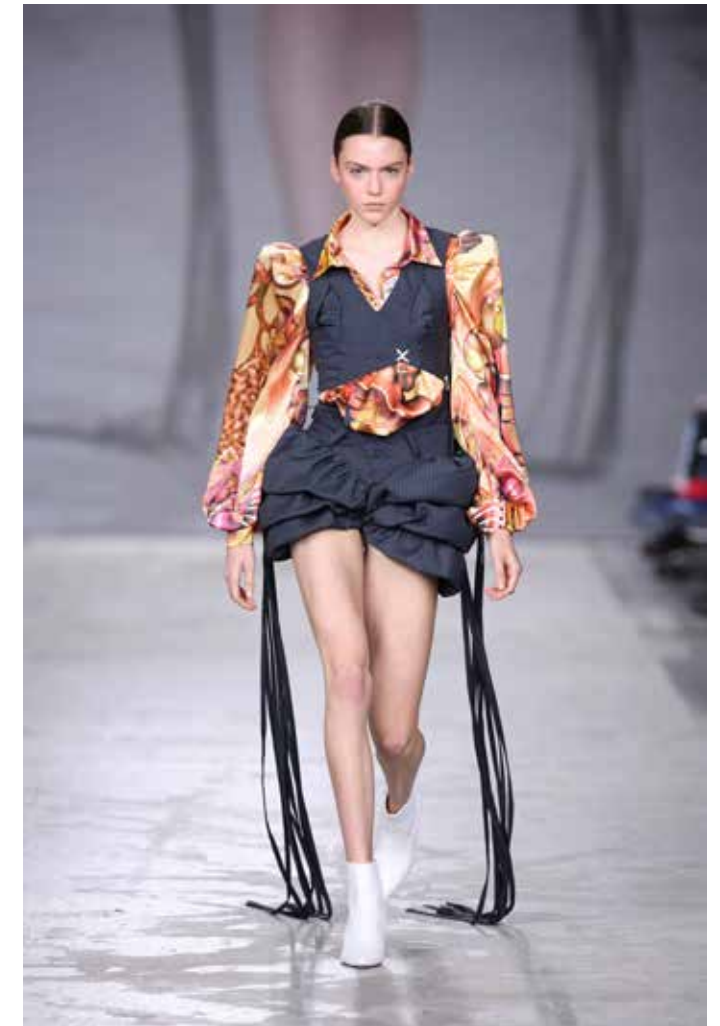
900+ FASHION AND DESIGN SHOWROOMS

Milan is the world capital of fashion and design, brimming with innovative and creative people, emerging designer boutiques and businesses whose longstanding success is built on design.

The centre of Milan is home to the flagship stores of some of the most important fashion and design brands, including Cappellini, Triade, Kartell, Versace, Armani and Valentino. Therefore, students can draw inspiration from the trend-setting work of the world's leading designers and, at their fingertips, will be Italy's finest artisans and manufacturing facilities, that make Made in Italy craftsmanship famous around the world.

Milan bristles with life. Every year during the Fashion Weeks, Design Week and their various ancillary activities such as the Fuorisalone, Milan becomes one big showroom, full of non-stop exhibitions, performances, parties and conferences featuring prestigious international guests. But the reach of design doesn't stop there, it can be seen in the outline traced by the city's new skyline, in the partnerships being developed between research, design and business, and in the deployment of new technologies that tackle the widest possible range of design problems. Milan is a creative environment like no other.

STUDYING IN MILAN

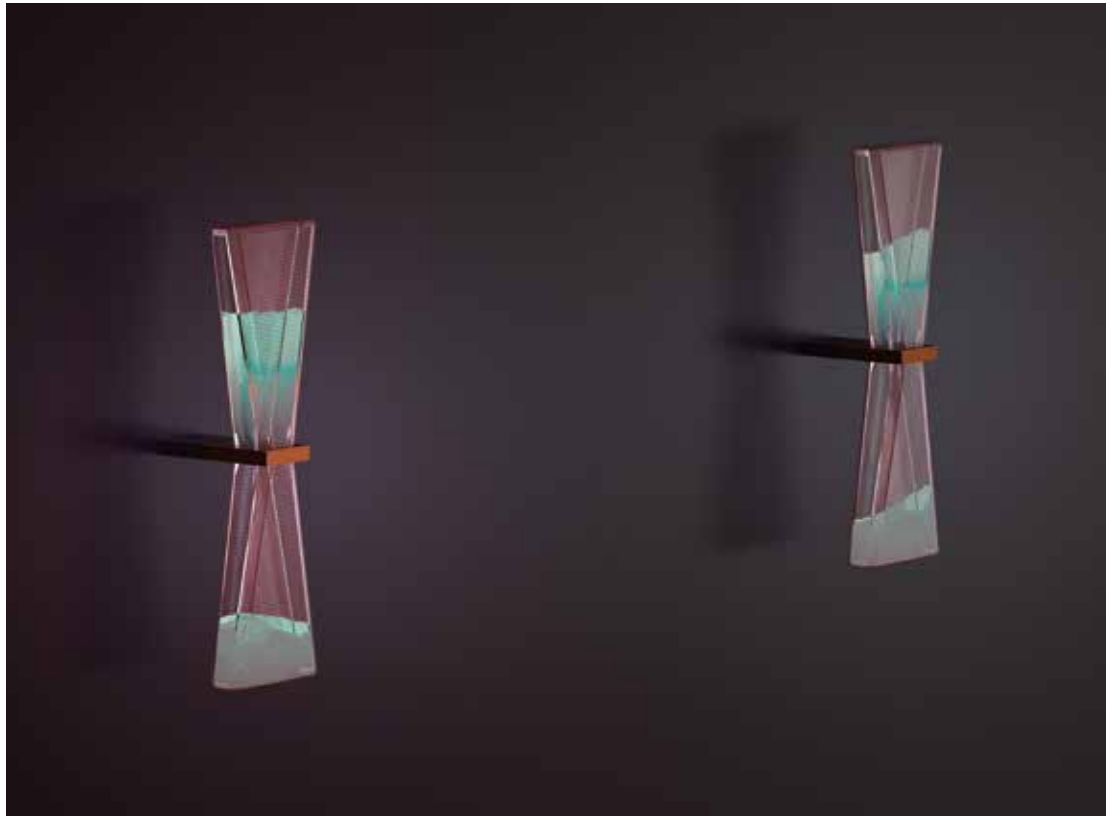


Fashion Graduate Italia 2024

UNFOLD 2024



DOMUS ACADEMY MILANO



LEARNING BY DESIGNING

Learning by designing

Domus Academy is a talent incubator and a springboard to interdisciplinary adventures.

It encourages students to work in a cross-disciplinary way and apply the school's learning by designing methodology to combine a meticulous, rigorous and robust approach with their creative vision.

Domus Academy methodology is rooted in the learning by designing approach, where learning means investigating, researching and developing ideas and cross-disciplinary projects. Students work on unconventional projects, envisioning future scenarios and creating disruptive design. Central to the success of the Domus Academy approach are its professors: capable educators who are also highly talented designers.

Many run their own studios and companies while others hail from leading fashion houses, architecture firms and design retail, bringing a relevant, real-world perspective to their lectures and group projects.

Some of our present and past collaborators include: Andrea Branzi, Ennio Capasa, Matali Crasset, Ildo Damiano, Alessandro Dell'Acqua, Diego Dolcini, Jozeph Forakis, Naoto Fukasawa, Roberto Giolito, Stefano Giovannoni, Riccardo Grassi, Kostantin Grcic, Ezio Manzini, Francesco Morace, Setsu Ito, Mario Trimarchi, Clino Trini Castelli, Gaia Trussardi and many others.

Students not only develop the expertise necessary to tackle design problems, but also identify problems for which design can offer effective solutions. Essential to Domus Academy's methodology are the challenges offered by our professional partners, leading Italian and international companies that the school works with.

These invaluable opportunities give students vital, real-world experience, and the problem-setting pedagogic approach helps them develop critical thinking and problem-solving skills. It is through this integrated approach that Domus Academy has stayed true to its founding mission: to prepare designers for personal growth, vision and professional success in an ever-changing design and consumer market.

TOP: Aquo by Daniele Ficarra

BOTTOM: project by Shagun Choaria and Jamila Zhankovic

Accreditation and awards

Graduates from Domus Academy **Academic Master's Programmes** earn a degree that is recognised throughout Europe and the world, receiving an Academic Master's Degree (60 ECTS) accredited by the Italian Ministry for University and Research (MUR)*, in addition to a Domus Academy Master's Diploma.

Applicants to Domus Academy also have the option to enrol to the **Dual Award Master's Programme**. This enables to obtain an Academic Master's Degree accredited by the Italian Ministry for University and Research (MUR) and an internationally recognised Master of Arts Degree**, with UK validation (90 ECTS/180 UK CREDITS).

Students of the Domus Academy **2-Year Master of Arts Programmes** earn an internationally recognised qualification receiving a Master of Arts Degree (120 ECTS) accredited by the Italian Ministry for University and Research (MUR)*, in addition to a Domus Academy Diploma.

At the completion of the Programme, students of the **Bachelor of Arts** earn a First Level Academic Degree (180 ECTS) accredited by MUR.

The combination of accredited coursework and innovative professional projects gives students the opportunity to build on their academic foundation, while gaining valuable work experience directly applicable to their future careers.

* The Academic Master's Degree, the 2-Year Master of Arts Degree and the Bachelor of Arts are awarded by NABA, Nuova Accademia di Belle Arti

** The Master of Arts Degree, earned after completion of the Dual Award Master Programme, is awarded by Regent's University London



Opinion leaders and publications from around the world uphold Domus Academy as an example of education excellence in the areas of design, fashion and architecture.



DOMUS ACADEMY AWARDS:

- Included in the **QS World University Rankings by Subject**
- Included in **THE Impact Rankings**
- Included in **UI GreenMetric**, the ranking of the world's most sustainable universities
- Selected by **Azure Magazine** as Top 8 Interior Design and Interaction Design Schools
- Listed by **Domus Magazine** as one of Europe's Top 100 Schools of Architecture and Design
- Listed as one of the Best Design Schools in the **World by BusinessWeek**
- **Compasso d'Oro Award** by the ADI, Associazione Disegno Industriale (Industrial Design Association)

STUDENT AWARDS:

Over the years the works of Domus Academy's students and alumni have been recognised in a wide array of international competitions. Here are just a few examples:

- Rüya Akyol (Master in Product Design): winner **Young Designer of the Year by the Elle Decoration International Design Awards (EDIDA) Türkiye, 2025**
- Catherine Cable, Sarah Abdel Jalil, Tina Jain, Seval Ozdogan, Sanjoli Gupta (Master in Visual Brand Design, Master in Business Design and Master in Product Design): selected to take part into **2025 Gwangju Biennale, Korea**
- Özge Üçoluk (Master in Visual Brand Design): winner **Graphic Designers Professional Association (GMK) Award, 2024**
- Elena Candeliere, Nicholas Aron and Wiphawee Maneengarm (Master in Interaction Design, Master in Product Design, Master in Service Design): Winners **Compasso d'Oro Targa Giovani** certification 2024
- Christophe Pillet (Master in Product Design): Winner **Wallpaper* Magazine Design Awards 2023** (Best Outdoor Lounge category)
- Niko Koronis (Master in Design): Winner **Wallpaper* Magazine Design Awards 2023** (Best Construction category)
- Maddalena Casadei (Master in Product Design): Included in **AD100/2022**
- Irem Başer Oğan (Master in Product Design): Winner **IF Design Award 2021**
- Morgan Ræ (Master in Interior & Living Design): Winner **Radical Innovation Award 2021**
- Namit Khanna (Master in Product Design): Winner **EDIDA India Young Talent 2021**
- Daniele Ficarra (Master in Product Design): Winner **Swarovski Foundation Institute contest 2021**
- Defne Koz, Marco Susani (Master in Product Design): Winners **Compasso D'Oro 2020**

Industry network

Thanks to its proximity to the professional design world, Domus Academy has established an extensive network of connections and relationships with many of the most prestigious companies and studios. From this privileged position, we are able to monitor employment opportunities and prepare our students to take advantage of them.

THE BEST COMPANIES IN OUR INDUSTRY NETWORK: DESIGN AND FASHION BRANDS

Domus Academy's vast network of contacts and relationships with prestigious companies, start-ups and design firms facilitates the creation of professional experience placements that offer students the chance to see what their future holds.

Leading companies are also involved in developing workshops and work closely with students on real-world assignments. Each step in our master's programmes is designed with great care. Collaborations are thoroughly evaluated, from the initial brief to the final project presentation.

Aonrattai Yangomut
Final Project

INDUSTRY NETWORK



DOMUS ACADEMY MILANO

Career and placement

During your study path at Domus Academy, our Career Services Office will help you prepare for your professional life. And when it's time for you to enter (or re-enter) the working world, we will be there to support you.

The Career Service Office organises the "Career Gym" sessions, a series of dedicated lectures to provide the students guidelines and tips to be ready for the job market. You will focus on developing your personal identity as a designer, with an eye toward market trends. You will also learn how to write a compelling CV, assemble an excellent portfolio, manage your social media presence, and prepare for job interviews.

The Career Service Office organises also the "Career Days", that consists in company presentations and recruiting sessions on campus or online with professionals, HR referents, recruiters, headhunters from the Fashion, Design, Business and Experience Design sectors. These sessions are a chance for the students to dialogue and get in touch with companies across various sectors.

The Career Service has adopted a platform dedicated to students, alumni and companies in the school network. Each student will be invited to enter and use the platform discovering the different tools and functionalities to keep in contact with the Career Service Office along the academic year and even after, get information about School events, International Competitions open to students and/or alumni, deliver the CV and Portfolio to apply to the various internship and job opportunities made available by the companies and follow the recruiting processes, thanks to the Career Service Office support.

91%

Certified Employability Rate
one year after diploma

94%

Job Satisfaction

Source:
Doxa 2025



Academic and Dual Award Master's Programme structure

Each master's programme is workshop based, supplemented with seminars, lectures, tutorials and fieldwork. Industry professionals, the course leader and project leaders will guide students via individual coaching and mentorship.

SUBJECTS

These modules cultivate an engagement-driven environment, blending lectures, tutorials, and seminars to enable you to explore foundational theories, key methodologies, and practical applications in the field, thus developing both foundational knowledge and technical expertise.

WORKSHOPS

Guided by industry professionals and faculty project leaders, workshops emphasise

hands-on, collaborative learning through project-based activities and experimentation, often carried out in partnership with leading industry partners or external stakeholders, to develop innovative products, services, strategies, and interventions at various scales.

PROFESSIONAL ACCELERATOR ACTIVITIES

These activities are designed to enhance your professional profile while fostering awareness of emerging job trends and market

opportunities. It focuses on equipping you with essential skills to craft a professional identity and offering practical engagement with the professional world through mock interviews, expert-led presentations, and networking opportunities with industry leaders and successful alumni.

INDUSTRY PLACEMENT

This module helps you develop professional expertise in your chosen industry, equipping you with the skills to address industry challenges and enhance your employment prospects. You will gain hands-on experience through either an internship or a project-based learning experience on campus, building practical knowledge and valuable career connections.

FINAL PROJECT

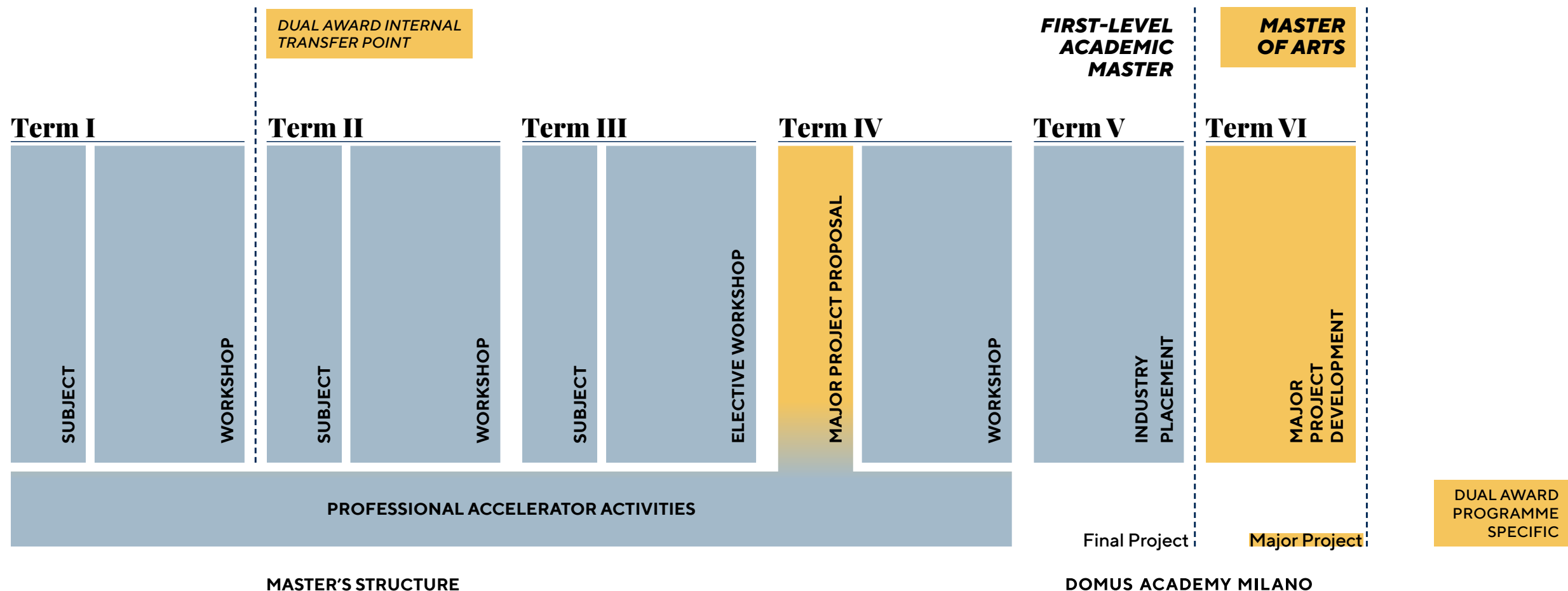
You will develop a personal and comprehensive project, culminating your academic journey. This includes conducting design research, generating concepts, and developing the project, transforming ideas into tangible outcomes, while refining both creative and technical skills along the way.

MAJOR PROJECT PROPOSAL

This module, specifically for the Dual Award Programme, serves as an action plan for your Major Project Development. You will define project objectives, assess your topic, and identify opportunities for exploration. With academic support, you will refine your methodology and focus, laying the groundwork for your research. Lectures, seminars, and feedback from mentors and peers will help shape the proposal, setting the foundation for your Major Project.

MAJOR PROJECT DEVELOPMENT

The module marks the final stage of studies for the Dual Award Programme, expanding upon the proposal developed in the Major Project Proposal module. You will conduct in-depth research, applying advanced methods to a self-initiated project aligned with your area of study. Collaboration with an advisor will help refine the project, addressing contemporary challenges and showcasing future solutions and innovations. The final submission will reflect your research, design process, and outcomes fostered by an interdisciplinary environment.



Combined Online Preparatory Programme + On-campus Academic or Dual Award Master's Programme

8 WEEKS ON LINE PREPARATORY PROGRAMME
88 CONTACT HOURS + ELECTIVE COURSES



5 MODULES ON-CAMPUS ACADEMIC MASTER'S PROGRAMME

(4 modules + professional experience)

or

6 MODULES ON-CAMPUS DUAL AWARD MASTER'S PROGRAMME

(5 modules + professional experience)

The Domus Academy Preparatory Programme is an 8-week long series of intensive online courses which allows students to improve their knowledge and prepare for the challenging interdisciplinary approach of the master's degree programmes.

Created for students who have already earned a bachelor's degree and who will be entering into a graduate-level programme, the courses will offer the opportunity to refine professional skills and acquire a deeper cross-disciplinary understanding of the design disciplines. The Preparatory Programme's core course will present a survey of design culture, while the individual pathways will address fundamental competencies in preparation for high-level study in the student's chosen area. All courses foresee direct study hours and student-centred learning. In addition to this students may choose to integrate other Elective Courses outside of their pathway from the academic offering of the other preparatories' study paths.



BACHELOR OF ARTS IN

→ **01 DESIGN**

**ACADEMIC MASTER'S PROGRAMMES
and DUAL AWARD MASTER'S PROGRAMMES in:**

→ **02 PRODUCT DESIGN**

→ **03 INTERIOR & LIVING DESIGN**

→ **04 URBAN VISION & ARCHITECTURAL DESIGN**

→ **05 INTERACTION DESIGN**

→ **06 SERVICE DESIGN**

→ **07 VISUAL BRAND DESIGN**

→ **08 DESIGN X AI**

→ **09 DESIGN FUTURES**

2-YEAR MASTER OF ARTS PROGRAMME in:

→ **10 DESIGN INNOVATION**

School of Design

Design

Design means transforming a concept or idea into a project, model or plan that facilitates the creation or implementation of the object itself, whatever its nature (product, service, process, space, network).

Design creates new meanings on multiple dimensions and scales.

It is an intimate but extensive form of looking at what architecture, interior and product design mean today and it has the power to pioneer new futures. Leading to integrated projects, private and public spaces, design is a way of thinking that crosses the boundaries between disciplines and cultures.

01

Bachelor of Arts in DESIGN

The BA in Design is structured to support specialisation tracks by incorporating selected common modules that provide a foundational context for all students.

INTERIOR DESIGN & URBAN VISION SPECIALISATION COURSES

Interior Design
Public Spaces Design
Spatial Design
Spatial Systems & Materials
Interior Design & Urban
Vision thesis workshop

PRODUCT DESIGN & VALUE SPECIALISATION COURSES

Product Design
Furniture Design
Value Driven Design
Production Systems &
Technologies
Product Design & Value
thesis workshop

UX DESIGN SPECIALISATION COURSES

User Experience Design
Digital Product Design
Information Design & Data
Visualisation
UX Design thesis workshop

The Bachelor of Arts in Design offers a unique perspective on design, viewing it as a strategic act of shaping the world around us creating products, services, spaces, digital solutions and systems.

By integrating diverse disciplines and perspectives, the BA equips students with the awareness and sensitivity needed to address multiple business, social, and environmental challenges. Through hands-on making and creating, students will develop their skills by engaging in direct experience and experimentation.

The programme also prepares students to effectively use digital tools and technologies, enabling them to leverage digital media and technologies and drive innovation in their design practice.

Through this carefully curated structure, the BA provides students with differentiated specialised expertise and a comprehensive view of design, positioning them to thrive in a variety of professional contexts.

The learning methodology includes lessons, workshops, labs, boot camps, critical thinking sessions, internships, a thesis workshop, and a final project.





LEARNING OUTCOMES

- Develop a thorough understanding of the design process and methodologies, encompassing everything from research through concept and verification to final product, including sketching, model making, prototyping, and presentation.
- Acquire expertise in selecting and working with suitable materials and technologies to meet project objectives.
- Cultivate the ability to analyse and comprehend industry trends, technological advancements, and societal changes to inform design decisions and guide the creative process.
- Master digital tools and technologies that facilitate visual design, computer-aided design, fabrication, and interactive workflows.

CAREER PROFILES

Students can become Interior Designers, Landscape Designers, Product Designers, UX Designers, creating innovative spaces, products, or experiences tailored to specific needs. As Design Consultants, they can provide expert advice and guidance on design-related projects across a range of industries. For those with an entrepreneurial spirit, becoming Design Entrepreneurs will allow them to launch their own brands or studios, bringing unique concepts to life and shaping their own paths in the market. Students can become Art Directors, overseeing and managing the visual aspects of projects, ensuring a cohesive aesthetic across various media. They may choose to specialise as Visual Designers, focusing on the visual elements of digital products and experiences.

Depending on their chosen specialisation, students can further tailor their career paths.

SPECIALISATIONS

Interior Design & Urban Vision

In this track, students will learn how to design Interior Spaces coherently with an Urban Vision creating and envisioning new forms of livability.

At the completion of the programme they will be able to design spaces starting from an analysis of how interior and exterior areas interact with one another.

Path career opportunities: Interior Designer, Urban Designer, Exhibition Designer, Landscape Designer, Lighting Designer,

Retail Designer, Space Planner, City Planner, Hospitality Designer, Environmental Designer, Design Consultant, Generative Designer, Service Designer, Visual & Communication Designer, Art Director.

Product Design & Value

This track focuses on developing products and solutions that provide value to both users and businesses.

It emphasises the importance of understanding and aligning with what constitutes value for the market, prioritising qualitative improvements over quantitative ones. They will learn to create products that align reciprocal value and expectations between shareholders, stakeholders, and customers.

Path career opportunities: Product Designer, Lighting Designer, Digital Product Designer, Furniture Designer, Packaging Designer, Circular Product Designer, Product Lifecycle Manager, Product Development Manager, Smart Product Designer, Design Consultant, Generative Designer, Service Designer, Visual & Communication Designer, Art Director.

UX Design

This track immerses students in the design of digital products and services. By understanding users, their journey and business needs, students will learn to leverage existing and emerging digital technologies to create innovative solutions that enhance user experiences.

At the completion of the programme, they will be able to create digital products, services, user experiences across different system levels.

Path career opportunities: User Experience (UX) Designer, User Interface (UI) Designer, Service Designer, Interaction Designer, Motion Graphic Designer, Product Designer, Digital Product Designer, Information Designer, Gamification Designer, Customer Experience Designer, Design Consultant, Generative Designer, Visual & Communication Designer, Art Director.

02

Academic Master’s Programme and Dual Award Master’s Programme in
PRODUCT DESIGN

The Academic Master’s Programme path consists of 4 modules (course + workshop) plus 1 module including a professional experience and a Final Project.
The Dual Award Master’s Programme path includes additional dedicated modules, as the 6th module related to the Final Major Project.

SUBJECTS

Design Culture
Design Fundamentals
Business for Design

WORKSHOPS

Envisioning
Advanced Design and Processes

**ELECTIVE
WORKSHOP**

One to be chosen among:
New Product Strategies
Experience Design
Identity Design and Communication Strategies
Entrepreneurship Through Design
Tangible Interactions
Service Design
Envisioning
Advanced Design and Processes

The range of selection varies according to the student’s entry intake

A product is an object or idea that is a human-based combination of diverse cultures, technologies, needs and physical conditions. An original interpretation of these interactions generates an integrated design artefact, which stimulates users to further adapt, discover and think their everyday experiences. Today, Product Design is breaking boundaries for novel explorations and experimentation of new technology, material, product identity and business strategy evolving into new and exciting career opportunities yet to be discovered.

The Master in Product Design combines a unique cross-disciplinary and cross-cultural approach through a hands-on experience in collaboration with companies that are at the forefront of design, engineering and business. This challenging method advances the knowledge on what is currently happening in the industry, and consequently enhances the ability to anticipate the future needs for visionary design solutions. The programme explores new territories for embedding design, technology and novel methods for fabrication and construction.



STOOWARD, by Ekin Yüksel, Hanwen Lyu, Qiming Zhang, Yuwei Vivi Hu in collaboration with et al.



OASIS by Şevval
Özdoğan, Nandini
Pramod, and Zeynep
Alkaya, in collaboration
with Ichendorf.

PRODUCT DESIGN

AUDIENCE

This programme is suitable for you if you have a first-class degree and/or professional experience in interior design, product design, architecture, engineering, visual arts, or other disciplines related to the field of study, and if you want to take your career in product design to the next level.

LEARNING OUTCOMES

- Manage the professional development of creativity, design, and product solutions for omni-channel distribution and consumption.
- Implement inter and cross-disciplinary creative exchange to evolve an appropriate creative language for contemporary solutions and storytelling.
- Get leadership and communications skills for the development of complex creative design projects.
- Develop responsible ethical practices and solutions.
- Independently undertake advanced research.
- Develop product concepts employing techniques to deliver innovation for future product design development opportunities.
- Conceive, design and creatively implement product design concepts, collections, scenarios, and solutions at different scales, using cross-disciplinary creative and business approaches.
- Document, present, communicate, and defend a contemporary approach to product design development by critical thinking.
- Learn brand representation, communication, business, and consumer interaction strategies in the context of product.

CAREER PROFILES

You will get the knowledge, confidence and insight to pursue creative roles in Product Design, Industrial Design, Design Strategy, Research and Management. The programme will equip you with the skills you need to succeed in the international product design arena. Start your own business of product or multi-disciplinary design or explore a wide range of design-related roles.

- PRODUCT/INDUSTRIAL DESIGNER
- DESIGN RESEARCHER
- UX/UI DESIGNER
- PACKAGING/CI DESIGNER
- ENTREPRENEUR

COMPANIES

The Master in Product Design has worked with: 3M, ALMA, Alpi, Artemide, Bastard, Bayer, Brix, Caimi, Candy, Canon, CERN – Idea Square, Chicco, Confindustria Ceramica, Electrolux, Elica, et al, FLOS, Fondazione Bracco, Grom, Gufram, Hager Group, Ichendorf, Ideal Standard, Ikea, Illywords, IMRA/AISIN, Industreal, Leroy Merlin, LG, Magis, Material ConneXion, Pirelli, Rotaliana, Samsung, Swarovski, Teuco, Toto Bagni, Veneta Cucine, Veuve Clicquot, Wega.

DOMUS ACADEMY MILANO

03

Academic Master's Programme and Dual Award Master's Programme in
INTERIOR & LIVING DESIGN

The Academic Master's Programme path consists of 4 modules (course + workshop) plus 1 module including a professional experience and a Final Project.

The Dual Award Master's Programme path includes additional dedicated modules, as the 6th module related to the Final Major Project.

SUBJECTS

Design Culture
Design Formation
Creative Identity

WORKSHOPS

Design of Spaces
Space Visioning

**ELECTIVE
WORKSHOP**

One to be chosen among:

Advanced Design and Processes
Identity Design and Communication Strategies
Urban and Landscape Design
Architectural Design
Retail and Visual Merchandising
Design of Spaces
Space Visioning

The range of selection varies according to the student's entry intake

Nowadays the design of spaces plays an important role in creating multi-disciplinary platforms where people experience new cultural and social scenarios. It is all about behaviours, habits, interests and the lifestyle of people in society. Material and immaterial aspects must be continuously analysed throughout the process of project development, including innovative emerging technologies and new perspectives of communication.

The Master in Interior & Living Design explores the maximum potential of interior design projects, focusing on innovative and visionary solutions in collaboration with the design industry. The critical thinking throughout the problem setting approach is constantly examined to answer the design questions of the future. Students encounter the best practices and design methodologies to help identify their own creativity and professional skills. The unique pedagogic approach of multi-cultural and cross-disciplinary experiences expands the professional assets of students and builds a future career network in Milan and in the international environment.

INTERIOR & LIVING DESIGN

Final project by
Vissarut Suebprasit



DOMUS ACADEMY MILANO



TOP: ZANOTTA PLAYGROUND, by Shruti Agarwal, Karuna Agarwal, Anvitha Cherukupalli, Guido Santiago Guzman Saavedra.

BOTTOM: THE CAMPEGGI CITY, by Li Tian Koh, Beyza Karakaslar, and Fatmanur Ozer, in collaboration with Campeggi.

AUDIENCE

The programme is suitable for you if you have a first-level degree and/or professional experience in interior design, product design, architecture, engineering, visual arts, or other related disciplines, and if you wish to take your career to the next level in the field of interior design.

LEARNING OUTCOMES

- Get an in-depth knowledge and understanding of contemporary culture and society to undertake your own research in design.
- Solve the challenges of creating interior spaces by combining theory, practice and critical thinking to achieve a personal vision.
- Experience a multi-cultural design environment fostering cross-cultural perspectives and leverage an interdisciplinary approach to create innovative interior and living design concepts.
- Apply creative, intellectual, and technical knowledge through industry-based projects to design innovative interior and living design concepts, adapting to evolving multicultural environments, influences, technologies, and consumer behaviour.
- Develop critical thinking and undertake inter-disciplinary research to interpret market influences, trends, client needs and contexts to deliver innovation for future design, marketing and business opportunities.
- Engage in cross-cultural creative dialogue and collaborative experiences to achieve cutting-edge creative business solutions responding to contemporary and future concerns.

CAREER PROFILES

You will be taught to understand the culture and practices of international interior design to pursue creative roles in the fields of interior architecture, design strategy, research and management. Start your own business of interior and multi-disciplinary design or explore related roles, including:

- INTERIOR ARCHITECT
- INTERIOR STYLIST
- DESIGN RESEARCHER
- DESIGN WRITER
- ENTREPRENEUR
- UNIVERSITY TEACHER

COMPANIES

The Master in Interior & Living Design has worked with: Alessi, Archivio Storico Olivetti, Aster Cucine, BASE Milano, COIMA image, Hotel 21 House of Stories, Interni, Kartell Museo, MUBA, Museo della Scienza e della Tecnologia, Natuzzi, Ostello Bello, Padiglione Italia Biennale di Venezia, Park Hyatt Milano, Pitti, Progetto CMR, Radical Flows, Teatro La Scala, Timberland, Triennale di Milano, Tucano.

Academic Master's Programme and Dual Award Master's Programme in

04 URBAN VISION & ARCHITECTURAL DESIGN

The Academic Master's Programme path consists of 4 modules (course + workshop) plus 1 module including a professional experience and a Final Project.

The Dual Award Master's Programme path includes additional dedicated modules, as the 6th module related to the Final Major Project.

SUBJECTS

Urban Narratives
Architectural Representation
Design Formation

WORKSHOPS

Urban and Landscape Design
Architectural Design

ELECTIVE WORKSHOP

One to be chosen among:
Design of Spaces
Envisioning
Identity Design and
Communication Strategies
Urban and Landscape Design
Architectural Design

The range of selection varies
according to the student's entry intake

Cities, territories, rural and urban systems make up the built fabric that connects people and places. This milieu is constantly shifting due to geopolitical and cultural trends; perceiving it and changing it is a complicated undertaking. Change comes about thanks to strategies that transform the landscape, methodologies that regenerate urban areas, and design concepts that delineate public and private spaces. Architectural and urban design offer a means of envisioning possible futures and potential new ecosystems, that have their roots in theoretical research and dig into the many facets of design.

The Master in Urban Vision & Architectural Design supports students as they develop relevant creative, intellectual and technical skills through work in the architectural design sector. Using analysis of the landscape and of urban and rural settings as a springboard for studying society, students will discover a wide array of design-based strategies as they explore different architectural approaches and develop solutions that address the needs of citizens and their culture, commerce, interrelations and movement.

Furthermore, students will learn flexible and ingenious methodologies that they can apply to their work, to their critique of design and to the communication of their final landscape, urban, rural and architectural design proposals.

SYMBIOSIS CAMPUS
by Fernando Carrera





LAYERS OF SHARING,
by Anastasia
Egler, Leila Palma,
Maria Nasr, and
Ployroungroong Klumsiri,
in collaboration with
COIMA Image.

AUDIENCE

The programme is designed for you if you have a first-level degree and/or professional experience in architecture, urban planning, landscape design, civil engineering, or related fields. However, it is also open to you if your background is in a different discipline, provided you are eager to engage in in-depth research on the programme's subject areas and can present a strong portfolio.

LEARNING OUTCOMES

- Redefine urban and rural spaces
- Gain a comprehensive vision of urban planning, architecture, and landscape design along with critical analysis of social, cultural and economic factors.
- Address the challenging and complex scenarios of international architecture to produce meaningful work within the built environment.
- Gain advanced skills and generate unique constructive ideas for contemporary and future contexts.
- Develop a holistic approach to urban experience and architecture. Integrate design-based strategies, social and cultural analysis and communication tools to shape the built environment.
- Foster challenging design solutions. Innovate design approaches and promote experimentation to come up with groundbreaking ideas.
- Combine theory and practical approaches to understand the value of each place and define a sustainable, healthy, comfortable and productive environment.

CAREER PROFILES

Develop a personal critical vantage point to address and ground your professional goals. Embark on professional paths in design, architecture and engineering firms, local development agencies, urban planning departments, real estate and construction companies with employment opportunities as:

- ARCHITECT
- URBAN DESIGNER
- LANDSCAPE DESIGNER
- SPATIAL DESIGNER (PUBLIC, PRIVATE, INTERIOR AND URBAN SPACES)

COMPANIES

The Master in Urban Vision & Architectural Design has collaborated with: ARUP, Archweek, Bayer, CNS – Tecnologia per l'ambiente, Comune di Milano, Comune di Prato, Comunità Montana Val Trompia, Covestro, Dott. Gallina, Estate Development Italy, Hines, HouseEurope!, ING Real Italia, La Manifattura Tabacchi, Le FondBelval, Legnolandia, Material Science, Milano Metropoli – Development Agency, Municipality of Bogliasco, Municipality of Castelnuovo Berardenga, Municipality of Cavallino – Treporti, Municipality of Muccia, Municipality of Sulzano, MU.VI. TA. – Museo Vivo delle Tecnologie per l'Ambiente, Padiglione Italia Biennale di Venezia, Peverelli – Giardini e Paesaggi d'Autore, Pirelli RE, Prelios, Radical Flows, Settef, Triennale di Milano, Ugolini.

05

Academic Master's Programme and Dual Award Master's Programme in
INTERACTION DESIGN

The Academic Master's Programme path consists of 4 modules (course + workshop) plus 1 module including a professional experience and a Final Project.

The Dual Award Master's Programme path includes additional dedicated modules, as the 6th module related to the Final Major Project.

SUBJECTS

Storytelling and Visual Narratives
Digital and Physical Prototyping
Design Research Methods and Tools

WORKSHOPS

Experience Design
Tangible Interactions

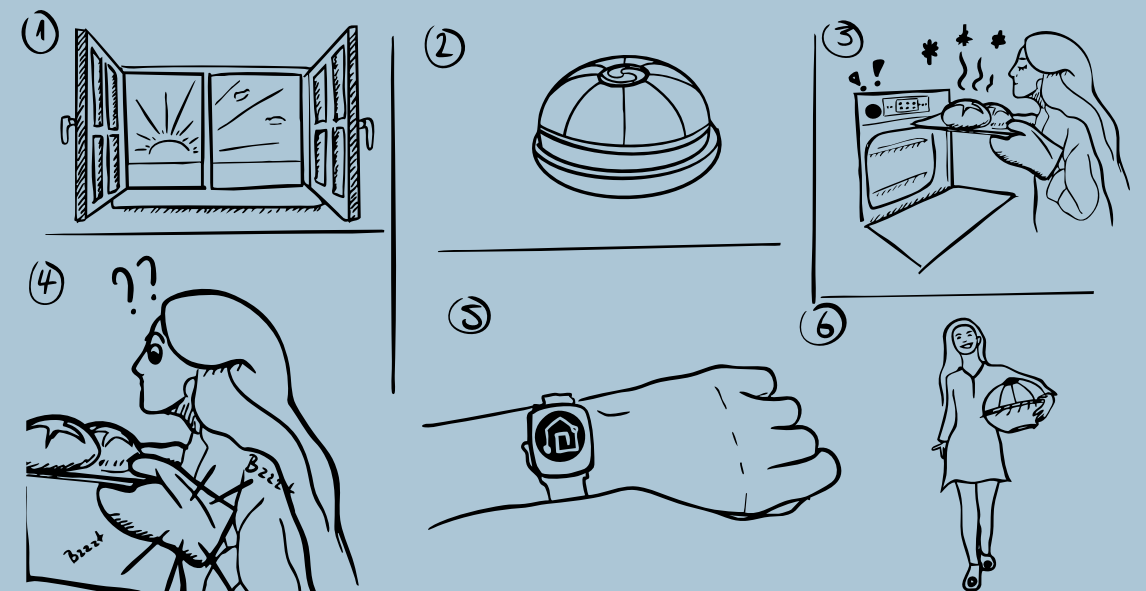
ELECTIVE WORKSHOP

One to be chosen among:
New Product Strategies
Identity Design and Communication Strategies
Entrepreneurship through Design
Advanced Design and Processes
Service Design
Experience Design
Tangible Interactions

The range of selection varies according to the student's entry intake

Interaction design is a discipline with many dimensions. It combines a way of thinking and a particular design perspective with a rigorous approach to shaping the experience of a potential user. The growth of the discipline has gone hand in hand with the increasing use of digital technology, and today it is applying that technology to real-life scenarios to design the future that matters.

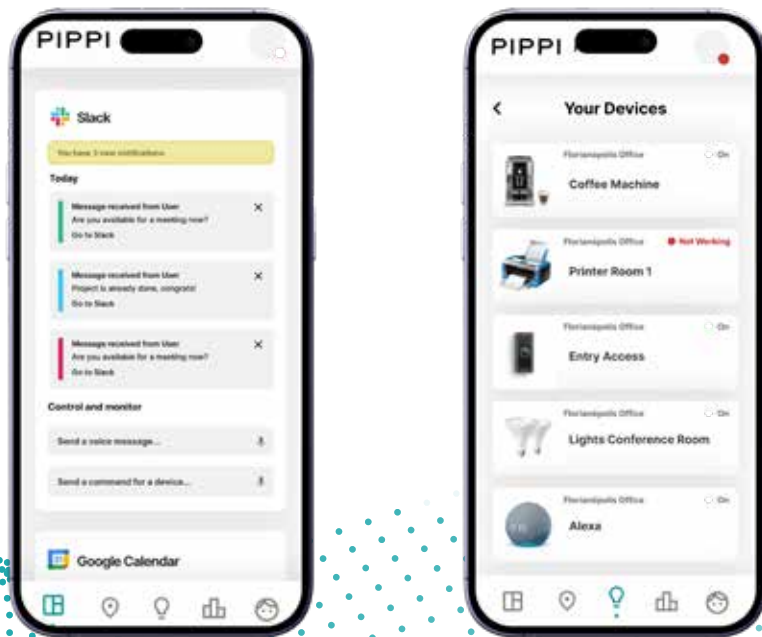
The Master in Interaction Design helps students acquire knowledge, skills and the adeptness at defining problems and proposing solutions that relate to interaction and the user experience. Students will learn how to incorporate digital technology to create enriched experiences. They will be encouraged to experiment and will be guided in the use of various physical and digital prototyping platforms.

INTERACTION DESIGN

LG MANDU, by Aitana Acevedo Castaño, Aylin, Aslı Altıncılık, Şevval Özdoğan, Junyoung Oh, in collaboration with LG.

DOMUS ACADEMY MILANO

SMART OFFICE FOR SMALL BUSINESSES: PLUG & PLAY SOLUTION FOR HYBRID SPACES, by Alberto Caiola, Julianna Pippi, Vijai Sridharan, and Javiera Bakic, in collaboration with Arduino.



INTERACTION DESIGN

AUDIENCE

The programme is designed for you if you have a first-level degree and/or professional experience in product design, service design, visual and graphic design, media and web design, architecture, computer science or engineering. You can also apply if you hold a degree or diploma in communication sciences, psychology, sociology or related disciplines – provided you are strongly motivated to carry out research in the programme's subject area.

LEARNING OUTCOMES

- Gain the interdisciplinary skills to succeed internationally in the interaction design field.
- Explore physical and digital prototyping to find the most suitable techniques to test and evaluate solutions against user needs and goals, while incorporating new and evolving technologies, user expectations, and industry demands.
- Address current and future needs, developing new solutions that enhance the user experience and boost satisfaction.
- Develop and apply sophisticated design languages across different platforms for powerful user engagement.
- Combine communication science and technology. Design the way humans relate to and interact with products, systems, or services in a variety of dynamic and innovative applications.
- Address the evolving landscape of human interaction with diverse interactive systems; investigate and analyse critical issues and the constant changes in the industry to come up with unique user experiences.

CAREER PROFILES

Build confidence and insight to pursue design roles in the industry. Be prepared to embark on a career as a self-employed consultant or entrepreneur, or consider a wide range of related roles in design consultancy firms, interaction design studios or tech start-ups, including:

- INTERACTION DESIGNER
- USER EXPERIENCE DESIGNER
- DIGITAL DESIGNER
- DESIGN RESEARCHER
- CREATIVE TECHNOLOGIST

COMPANIES

The Master in Interaction Design has worked with: Accenture Digital, Adobe, BASE Milano, Bookrepublic, Canon, CERN – Idea Square, Cisco, Condé Nast, Fondazione Achille Castiglioni, Fujitsu, GetYourGuide, IHC (Italian Hospitality Collection), Intesa San Paolo, International Training Center (ITC) of the International Labour Organization (ILO), Kickstarter, LG, Librerie Coop, Mattel, McKinsey Design, Meet the Media Guru, Midea, MIT Mobile Experience Lab, Motorola, MUBA (Milan Children's Museum), Museo della Scienza e della Tecnologia, Nokia, Palladio Museum, Park Hyatt, Park Hyatt Milano, RCS MediaGroup, Repower, Samsung, Studio Museo Achille Castiglioni, Technogym.

DOMUS ACADEMY MILANO

06

Academic Master's Programme and Dual Award Master's Programme in
SERVICE DESIGN

The Academic Master's Programme path consists of 4 modules (course + workshop) plus 1 module including a professional experience and a Final Project.

The Dual Award Master's Programme path includes additional dedicated modules, as the 6th module related to the Final Major Project.

SUBJECTS

Storytelling and Visual Narratives
Design Thinking
Business for Design

WORKSHOPS

Experience Design
Service Design

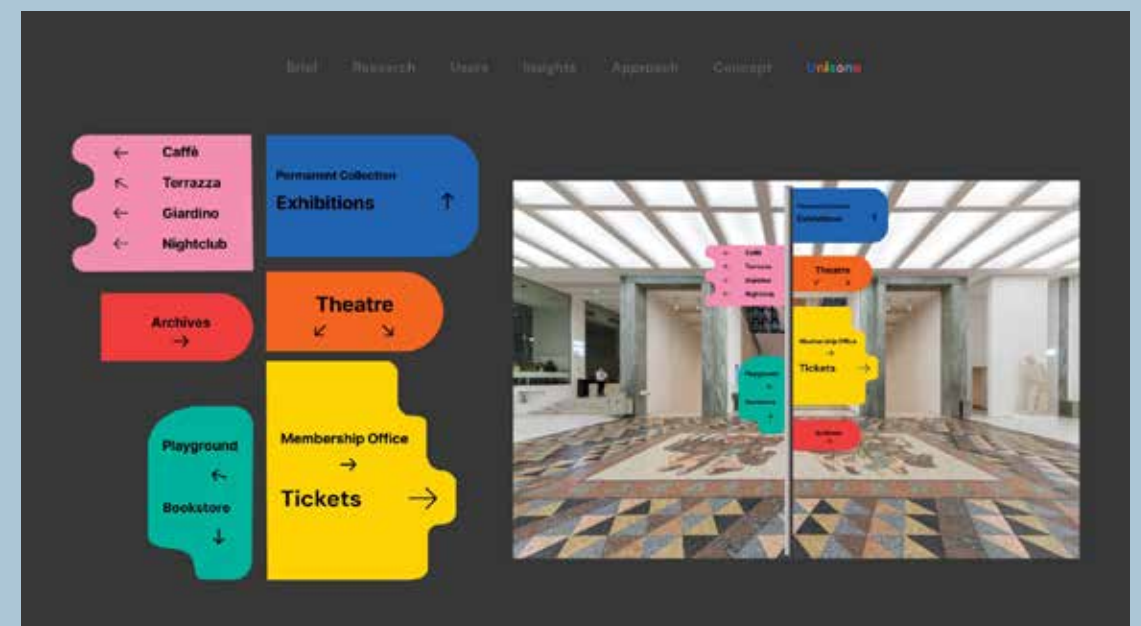
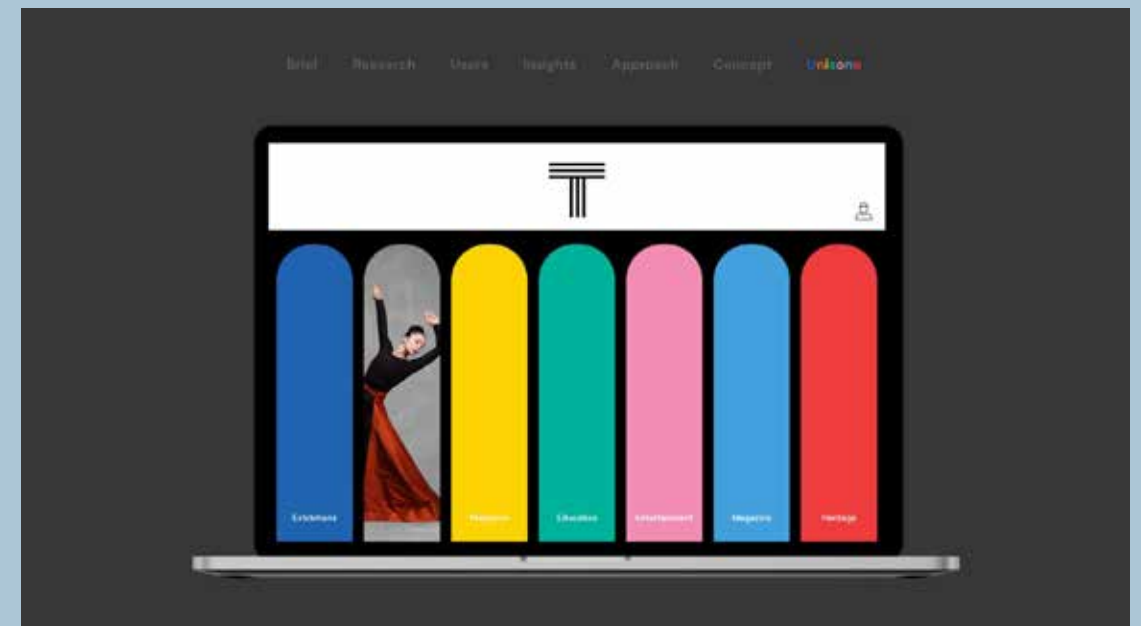
ELECTIVE WORKSHOPS

One to be chosen among:
Strategic Brand Management
Entrepreneurship Through Design
Identity Design and Communication Strategies
Envisioning
Tangible Interactions
New Product Strategies
Experience Design
Service Design

The range of selection varies according to the student's entry intake

New information and communication technologies are revolutionising the way services are offered and used, leading to constantly changing needs and desires, both in the public and private sectors. Service Design, applying an integrated and multidisciplinary approach, operates within this context and is tasked with dissecting and embracing social change in order to build solutions and experiences today that will meet the needs of a rapidly evolving tomorrow.

The Master in Service Design uses a cross-disciplinary approach, teaching prototyping skills, problem-solving and business design to help students develop innovative service ideas. Through field research and user observations, students will detect unmet user needs and develop compelling solutions to address them, gaining experience with the design of physical and digital systems, all while working in close contact with professionals, firms and public-sector organisations.

SERVICE DESIGN

TRIENNALE
UNISONO, by
Mingyang Xu, Bhaskar
Kumar, Xin Liu, Joice
Kuriappilly Leenson,
and Feiyu Li, in
collaboration with
Triennale di Milano.

DOMUS ACADEMY MILANO



AUDIENCE

The programme is designed for you if you have a first-level degree and/or professional experience in product design, visual and graphic design, interaction design, architecture, or interior design. You can also apply if you hold a degree or diploma, or have professional experience in communication sciences, psychology, sociology, or related disciplines – provided you are strongly motivated to conduct research within the programme's subject area.

LEARNING OUTCOMES

- Develop innovative service ideas.
- Collaborate with companies and institutions to re-invent or transform existing services, develop cutting-edge solutions, stimulate debate and envision new market and business opportunities.
- Identify users' previously unmet needs and develop compelling, physical and digital service experiences, with a focus on people and communities and the places they live in.
- Facilitate co-design activities with stakeholders, carry out design research, analyse findings, and synthesise new knowledge and insights.
- Be game-changers. Envision systemic solutions capable of elevating the human condition at all levels, from the local to the global scale.
- Gain interdisciplinary skills. Acquire storytelling, prototyping and problem-solving abilities and combine them with a business design approach to develop innovative service ideas.
- Adopt a future-oriented approach. Analyse contemporary and future scenarios to deliver effective service design solutions that embrace social changes and anticipate the evolving needs and desires of users.

CAREER PROFILES

Succeed as a Service Designer. Go on to secure roles in design consultancies, corporations and service companies, as well as in NGOs, government agencies and research institutions – or embark on a career as a consultant or entrepreneur. Jobs titles and career paths you may want to consider include:

- SERVICE DESIGNER
- SYSTEMIC DESIGNER
- USER EXPERIENCE DESIGNER
- DESIGN RESEARCHER
- DESIGN STRATEGIST

COMPANIES

The Master in Service Design has worked with: Accenture, Accenture Digital, BASE, Cisco, Comune di Milano, IBM, illimity Bank, International Training Center (ITC) of the International Labour Organization (ILO), Khronos Group, McKinsey Design, Midea, Municipality of Bogliasco, Ostello Bello, Repower, Sharing Cities and 100 Resilient Cities for the Municipality of Milan, Technogym.

MAKERGREEN
by Wan-Ting
Chuang, Wiphawee
Maneengarm, Shruti
Tarun Saha, Sreelakshmi
Vinodkumar, Xue
Mingjin in collaboration
with Comune di Milano

07

Academic Master's Programme and Dual Award Master's Programme in
VISUAL BRAND DESIGN

The Academic Master's Programme path consists of 4 modules (course + workshop) plus 1 module including a professional experience and a Final Project.

The Dual Award Master's Programme path includes additional dedicated modules, as the 6th module related to the Final Major Project.

SUBJECTS

Storytelling and Visual Narratives
Visual Cultures
Personal Branding

WORKSHOPS

Identity Design and Communication Strategies
New Product Strategies

ELECTIVE WORKSHOP

One to be chosen among:
Digital Communication
Strategic Brand Management
Entrepreneurship through Design
Experience Design
Retail and Visual Merchandising
Service Design
Identity Design and Communication Strategies
New Product Strategies

The range of selection varies according to the student's entry intake

Mixing creativity, graphic design and strategy, visionary branding starts with understanding the values of a company and culminates not just in the ability to convey meaningful stories, but takes the viewer to the edge and to the unexpected with an innovative, disruptive approach that combines an exciting visual representation and bespoke tone of voice, to build a memorable and lasting relationship with the public.

The Master in Visual Brand Design focuses on identifying the core values of a company and its future needs, to create communication strategies and promotional campaigns that will attract the attention of a specific audience. Students will be trained to pinpoint the identity of a given brand, cultivate a deep understanding of its products and services and master different marketing techniques and visual languages to apply to a project brief. This in order to design innovative and creative ways to engage with customers through physical, digital and social media channels.



REBRANDING CITTADELLA DELL'INNOVAZIONE
by Lorenzo Nevi, Marco Palladino, Zehra Elif Mehmet, Melike Dila Elmas, Fathma Sude Akay, in collaboration with Fondazione Franco Albini.



AUDIENCE

The programme is directed at candidates who have a first-level degree and/or professional experience in visual and graphic design, multimedia studies, communication and marketing/brand management. The programme is also open to candidates with a background in design, economics, management, the humanities or equivalent fields. Furthermore, they must be willing to carry out in-depth research into the subject area and possess an impressive portfolio on application.

LEARNING OUTCOMES

On successful completion of this programme students will be able to:

- Design innovative ways to communicate on physical, digital, and social media platforms with strategic knowledge and skills.
- Get an integrated vision combining visual design, storytelling, graphics tools, user needs and brand identity research to produce a meaningful story while engaging the audience.
- Develop critical thinking to understand a brand's core philosophy and manage different marketing techniques to innovate in the brand communications industry.

The programme ensures students will gain the skills and attributes to:

- Engage with creative directors, business and startup experts, storytellers and infographic designers to build their skills and create a personal network.
- Acquire the branding and digital tools to create relevant concepts, innovative strategies and integrated communication systems to stay relevant in the market.
- Develop cutting-edge and inter-disciplinary creative solutions to innovate in the brand communications industry.

CAREER PROFILES

This programme will teach students the culture and practices of branding processes and communication strategies, along with interdisciplinary skills to succeed in the international market. Students may choose to start their own business or consider a wide range of roles in visual design, art direction, brand strategy and advertising, including:

- GRAPHIC AND VISUAL DESIGNER
- BRANDING EXPERT
- DIGITAL COMMUNICATION DESIGNER
- UX/UI DESIGNER
- VISUAL BRAND DESIGNER
- ART DIRECTOR
- COMMUNICATION STRATEGIST

COMPANIES

The Master in Visual Brand Design has collaborated with: AKQA, Barilla, Bastard, Bombay Sapphire, Casa Martini, Coca-Cola, Condé Nast Italia, Danone, Ducati, Fondazione Achille Castiglioni, Forevermark, Fundación Escultor Berrocal, Glamour, L'Uomo Vogue, Melissa, Molteni, Mondadori, Park Hyatt, Rituals, Royal Rose, Slowear, Smartbox, Starbucks Reserve Roastery, Technogym, Triennale Milano, Tucano, Unieuro.

TOP: HOUSE OF PASTA by Laura Loria, Melissa Gisherman, Ghadir El Akli in collaboration with Barilla

BOTTOM: BOOSTED by Nora Mosley, Andjela Jankovic, Chiara Pieri

08

Academic Master's Programme in
DESIGN X AI

The Academic Master's Programme path consists of 4 modules (course + workshop) plus 1 module including a professional experience and a Final Project.

SUBJECTS

Multimodal Artificial Intelligence
Research methods for AI Design
Designing with AI

WORKSHOPS

Interconnected ecosystems
Embedded & Embodied AI

ELECTIVE WORKSHOP

One to be chosen among:
New Product Strategies
Service Design
Experience Design
Tangible Interactions

The range of selection varies according to the student's entry intake

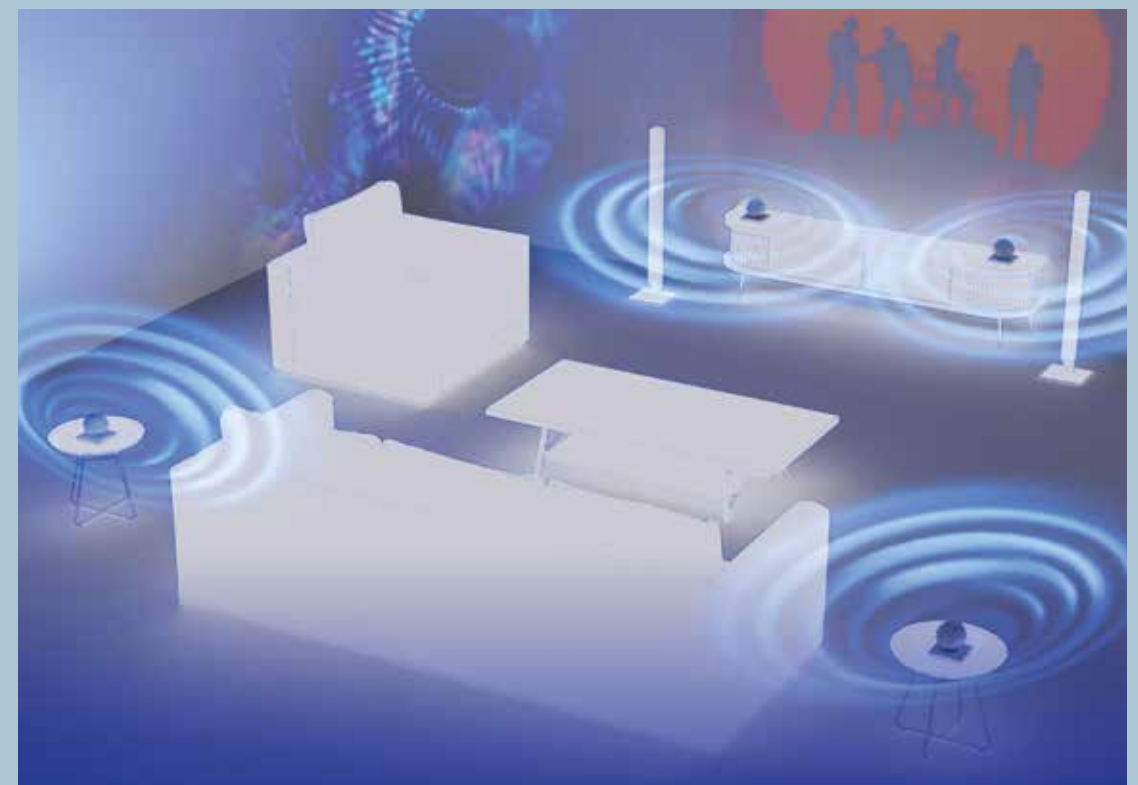
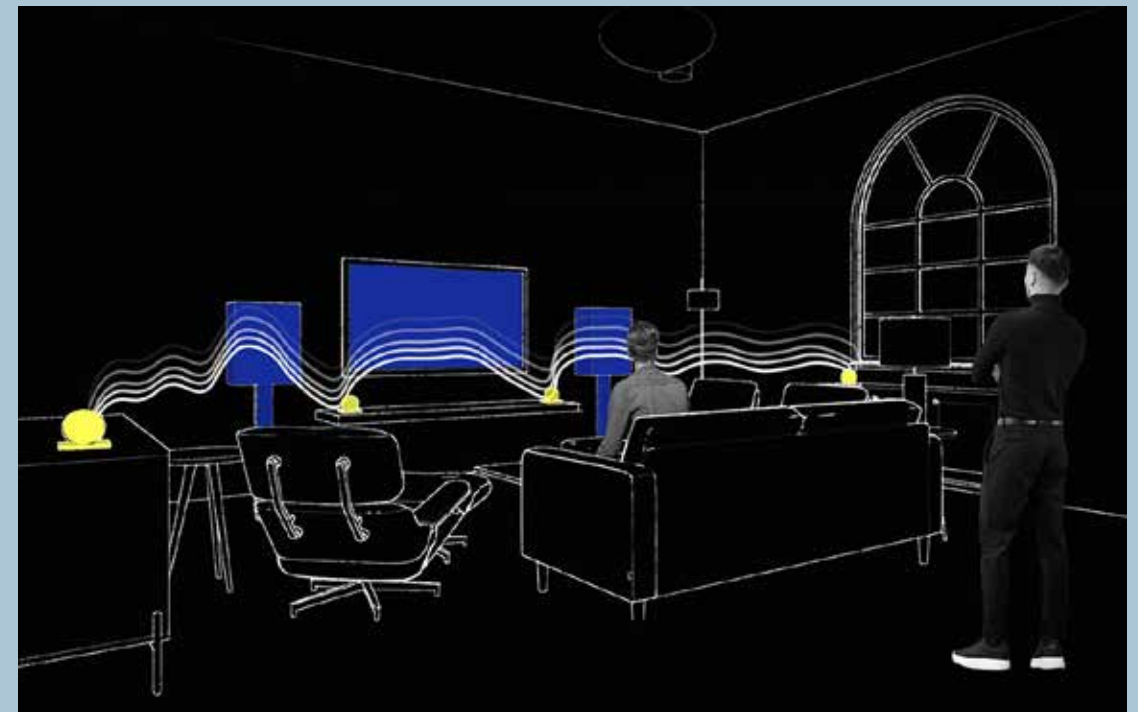
Artificial Intelligence (AI) is a transformative force reshaping and redefining the landscape of everyday products and services. AI systems enable deeper understanding of context and seamless communication, generate experimental content and unlock expressive forms that expand the possibilities of human-machine interaction, anticipate human behaviour, and continuously improve their capabilities and decision-making processes.

This evolution transforms product and service interactions into hyper-personalised, adaptive, and unique experiences, giving them a sophisticated expressive quality that reshapes how people perceive and interact with the world in entirely new ways.

The Master in Design x AI critically examines the evolving relationship between Design and Artificial Intelligence, focusing on how to create AI products and services that shape the future of human experience with advanced technological systems.

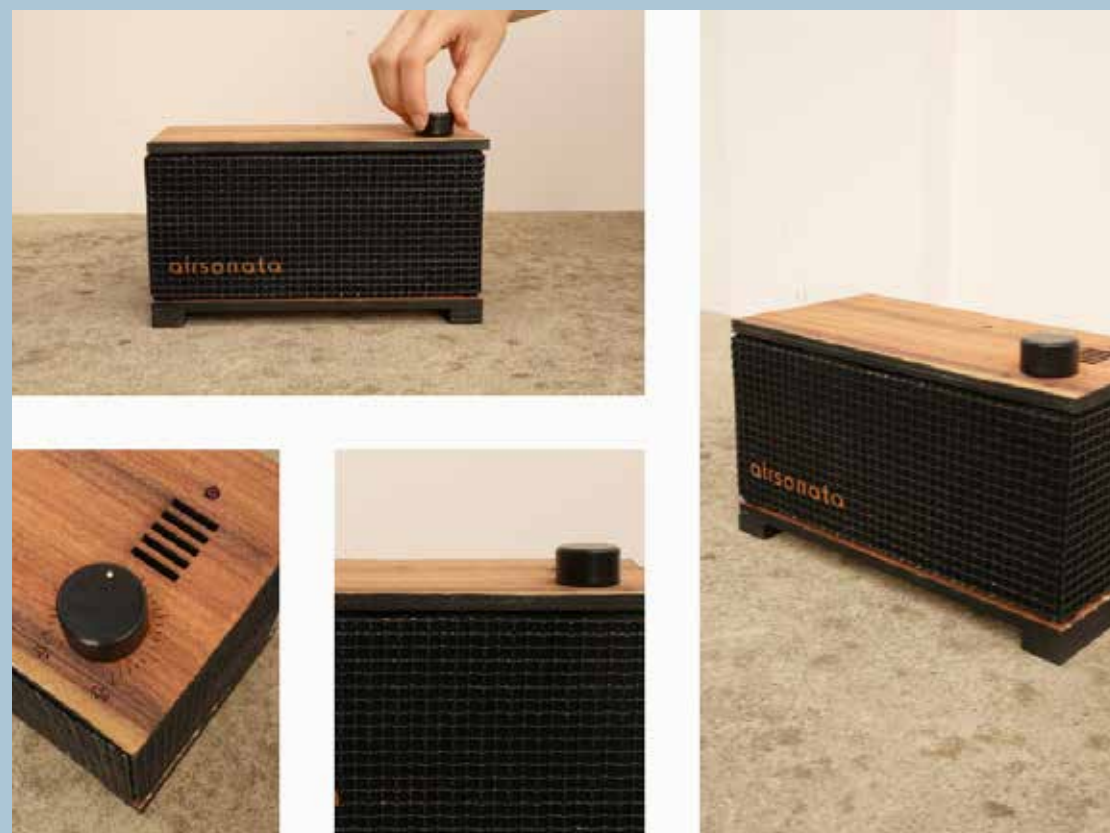
The course equips participants with the necessary skills to design AI-enhanced products and services that are not only at the forefront of technology and aligned with business purpose, but also ethically responsible and socially aware, shaping a connected world that resonates with innovation and meaning.

After successfully completing the Master in Design x AI, students will be awarded the first-level academic Master in Interaction Design – Design x AI.

DESIGN X AI

CREW by Anurag Randad, Rohan John, Taylor Kulczycki, Aleksandar Genov. In collaboration with Samsung.

DOMUS ACADEMY MILANO



AIRSONATA by Anurag Randad, Rohan John, Taylor Kulczycki, Aleksandar Genov. In collaboration with Samsung.

AUDIENCE

The course is tailored for design professionals, creative technologists, design thinkers, and tech enthusiasts eager to explore the possibilities of designing for Artificial Intelligence. It is suitable for students and professionals with a background in interaction design, product design, creative technology, or related fields who wish to deepen their expertise in creating intelligent products and services powered by AI.

LEARNING OUTCOMES

- Understand the foundational principles from Interaction Design underpinning the design of interconnected ecosystems enhanced by Artificial Intelligence
- Envision and design AI-enhanced connected ecosystems, emphasising devices that intelligently adapt to human behaviour and changing contexts
- Develop a comprehensive understanding of embedded and embodied interaction with AI focusing on designing interactions that extend beyond screens and engage users on a sensory and physical level
- Critically assess the role of data in AI-enhanced systems, including how it is collected, interpreted, and leveraged to inform adaptive behaviours, user interactions, and ethical design decisions. Explore the capabilities of AI systems in enabling smart objects and devices to dynamically learn from usage, proactively engage with humans, and evolve over time, resulting in hyper-personalised experiences
- Understand the social dynamics and collaborative possibilities that emerge when AI enhances human experiences within interconnected systems
- Conceptualise AI products and services with an emphasis on ethical alignment, transparency, and responsible innovation.

CAREER PROFILES

Upon completion, you will be prepared to lead the design of AI-augmented experiences across a range of industries. Equipped to create sustainable and responsible AI products and services, graduates will find opportunities in top tech companies, design studios, and innovation-driven organisations, playing a key role in redefining how people and businesses engage with an AI world. These professional roles include, but are not limited to:

- INTERACTION DESIGNER FOR AI
- DESIGN STRATEGIST
- AI RESEARCHER
- INNOVATION DESIGNER
- AI PRODUCT EXPERT

COMPANIES

The Master has worked with: LG, Samsung, Accenture Song, Adobe, Canon, Cisco, Fujitsu, Mattel, McKinsey Design, MIT Mobile Experience Lab, Motorola, Nokia, Technogym.

09

Academic Master's Programme in

DESIGN FUTURES

The Academic Master's Programme path consists of 4 modules (course + workshop) plus 1 module including a professional experience and a Final Project.

SUBJECTS

Speculative Fictions
Design Futures Research
Futures Infrastructures

WORKSHOPS

Participatory Futures
Prototyping Interventions

**ELECTIVE
WORKSHOP**

One to be chosen among:
New Product Strategies
Service Design
Experience Design
Tangible Interactions

The range of selection varies
according to the student's entry intake

Over the past decade, Design Futures has emerged as a dynamic and transdisciplinary field, incorporating various practices, such as Speculative Design, Critical Design, Design Fiction, and Experiential Futures.

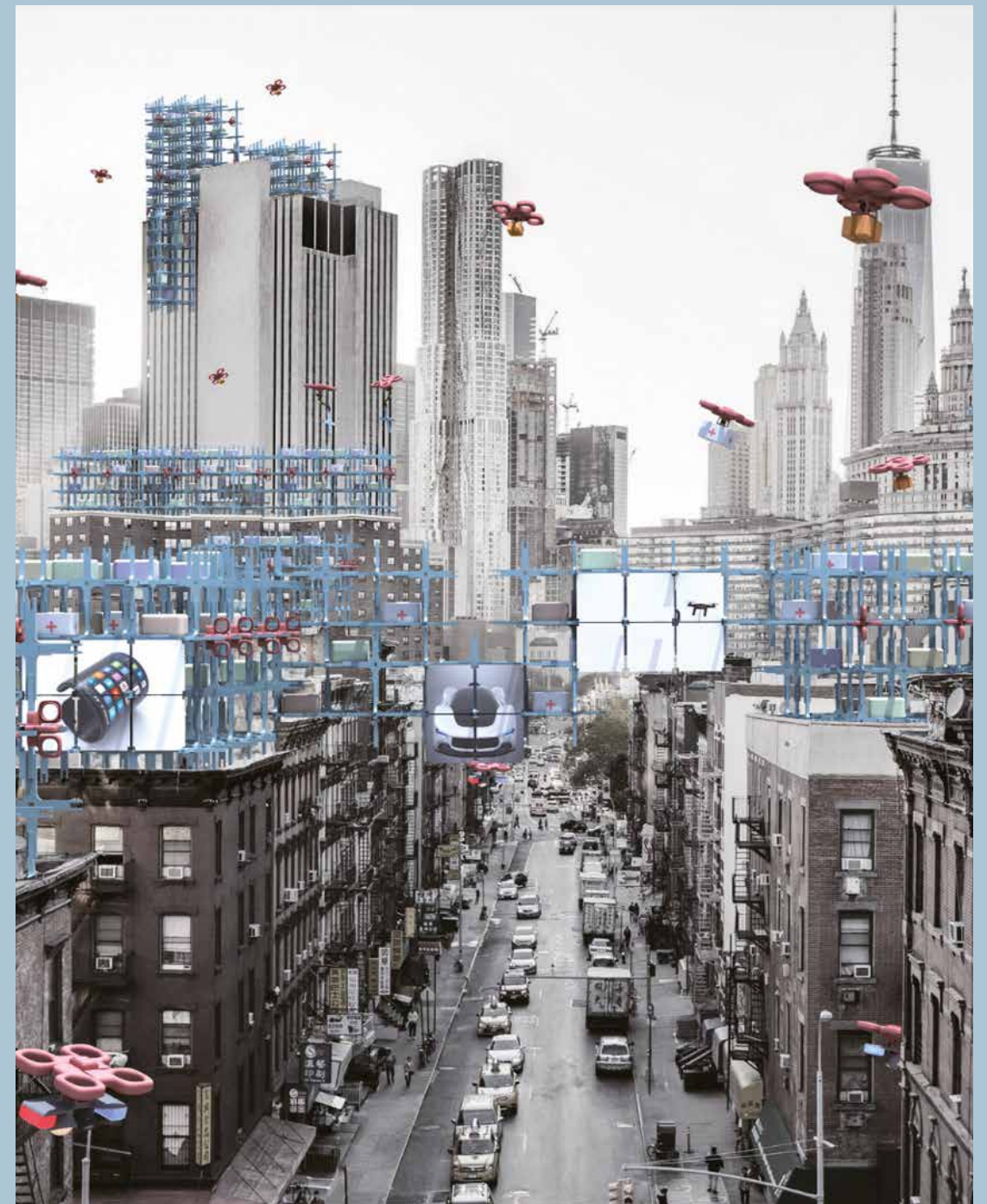
Fuelled by a collective desire to envision alternative futures and drive meaningful change, Design Futures has become a catalyst for questioning the status quo, provoking critical discourse, tackling complex problems, and transforming existing realities.

This futures-oriented approach empowers designers to challenge societal norms and imagine alternative visions and possibilities.

Embracing a transdisciplinary approach, it invites designers to harness their research and imaginative capabilities, empowering them to shape more inclusive, sustainable, and transformative futures. The Master in Design Futures is a progressive learning experience that immerses students in the critical and collaborative practice of envisioning transformative futures. This course explores a diverse range of forward-thinking and futures-oriented approaches and methodologies, inspiring students to envision and create possibilities beyond the current state.

By fostering a mindset that questions assumptions and remains open to diverse perspectives, the course empowers participants to emerge as visionary designers capable of driving transformative change.

After successfully completing the Master in Design Futures, students will be awarded the first-level academic Master in Service Design – Design Futures.

DESIGN FUTURES

DECADE OF
RESILIENCE by Yeonsu
Lee, Himanshu Manuja,
Qi Shang, Varun Embar
Sainath

DOMUS ACADEMY MILANO



ADAPTIVE CLOTHING
IN 2075", by Dide
Aksamaoğlu, Kriti
Nagar, Lorenzo Nevi
and Seçil San. In
collaboration with CERN
- Ideasquare.

DESIGN FUTURES

AUDIENCE

This course is tailored for designers, strategists, researchers, and innovators committed to designing for better futures. It is suitable for professionals with a background in product design, service design, interaction design, management, or related fields, eager to question established paradigms and craft transformative future scenarios.

LEARNING OUTCOMES

- Understand the theoretical foundations and key concepts of Design Futures
- Analyse and critique existing futures-oriented projects and methodologies in the field of Design Futures and Service Design
- Apply speculative thinking and design imagination to envision alternative futures and challenge existing realities
- Develop skills in research methods, including horizon scanning, scenario building, and prototyping techniques
- Generate and communicate future scenarios and projects using artefacts, prototypes, and storytelling techniques
- Evaluate the potential impact of design interventions in shaping alternative futures and driving meaningful change
- Synthesise theoretical knowledge and practical skills to propose innovative, contextually relevant, and collaborative design interventions for complex societal challenges
- Collaborate effectively in interdisciplinary teams to address complex challenges using design methodologies
- Critically reflect on personal biases and assumptions, considering the ethical implications and social responsibility of futures-oriented practices
- Conduct in-depth research to inform design decision-making
- Demonstrate proficiency in using relevant design tools and technologies to visualise and prototype future scenarios and design propositions
- Exhibit a deep understanding of the cultural, historical, and societal contexts that shape future scenarios and the implications they have on design practice
- Continuously pursue self-directed learning and professional development to stay current in the fields of Design Futures and Service Design, actively contributing to their ongoing advancement

CAREER PROFILES

You may embark on a career as a self-employed consultant or entrepreneur, or explore a wide range of related roles within design consultancies, corporations, design studios, research institutions, or start-ups, including:

- FUTURES RESEARCHER
- SPECULATIVE DESIGNER
- STRATEGIC DESIGNER
- DESIGN RESEARCHER
- SERVICE DESIGNER
- INNOVATION LEAD

COMPANIES

The Master has worked with: CERN
IdeaSquare, Samsung, Accenture Song, Cisco, IBM, Municipality of Milan.

DOMUS ACADEMY MILANO

2-Year Master of Arts Programme in

10 DESIGN INNOVATION

This 2-Year Master of Arts Programme offers an innovative vision and approach to creativity and the design industry. Its objective is to establish and anticipate cross-cultural directions of multi-faceted themes.

SEMESTER I

Course	CFA	Type
DESIGN 1	12	T/P
Contextualising Design	6	WS
Design Tools Applied	6	WS
PROJECT METHODOLOGY	12	T/P
Design Methodology	6	WS
Digital Fabrication	6	WS
HISTORY OF DESIGN	6	T
Contemporary Design	6	CS
TOTAL CREDITS SEM. I	30	

SEMESTER III

Course	CFA	Type
DESIGN 3	12	T/P
Design Futures	6	WS
Generative Design	6	WS
ART DIRECTION	6	T
Creative Direction	6	CS
LIGHT DESIGN	6	T/P
Light Data Visualisation	6	WS
1 ACTIVITY TO BE CHOSEN BY THE STUDENT:		
Additional training activities:		
Transforming Realities	6	BC
The Rise of DAOs	6	BC
Accelerator	6	BC
TOTAL CREDITS SEM. III	30	

SEMESTER II

Courses	CFA	Type
DESIGN 2	12	T/P
Regenerative Design	6	WS
Sustainable Materials	6	WS
BRAND DESIGN	12	T/P
Brand Identity	6	WS
Communication Design	6	WS
HISTORY OF ART	6	T
Contemporary Art	6	CS
TOTAL CREDITS SEM. II	30	

SEMESTER IV

Course	CFA	Type
DESIGN 4	12	T/P
Systemic Design	6	WS
Tangible Interaction	6	WS
1 ACTIVITY TO BE CHOSEN BY THE STUDENT:		
Additional training activities:		
DESIGN MANAGEMENT		T
Design Leadership	6	CS
or Internship / Project Learning Experience	6	
THESIS	12	
Eligibility		
Degree Project	12	
TOTAL CREDITS SEM. IV	30	

Design is undergoing a paradigmatic shift, moving forward in the 21st century. A convergence of urgent phenomena, from the risk of marginalising social issues and environmental concerns to the continuous development of advanced technology, has expanded possibilities of what and how we design, and the kinds of experiences we create.

The Master of Arts programme broadens the scope of design research and practice as a cultural and social act, advancing innovation strategies, expanding methodologies and acknowledging the co-opetition of different disciplines, perspectives and approaches in facing and solving the challenges of tomorrow.

Students will explore regenerative Design, Artificial Intelligence, systemic complexity, and speculative thought for emergent futures. They will also focus on tangible interaction, decentralised ownership, and hybrid experiences.

The Design Innovation MA Programme focuses on:

- Vision, Design and Sensemaking
- Technological advancements and new design propositions
- Application of interdisciplinary knowledge to societal and complex challenges

This programme embraces the idea of the designer as enabler, going beyond the boundaries and role of the designer of the past century.

The MA in Design Innovation empowers the next generation of designers to become catalysts for change as well as visionary leaders in shaping transformative systems.

AUDIENCE

Designers/Professionals aiming at:

- Investigating and exploring new design approaches, processes, technologies and softwares
- Exploring critical thinking and research with academics and professionals
- Getting design mastery in specific fields
- Creating and developing their own academic and professional network
- Having a wider access to PhD programmes

LEARNING EXPERIENCE

- Lessons, Workshops, Applied Labs and boot camps
- Final Thesis (Research + Project)
- Internship / Project Learning Experience

LEARNING OUTCOMES

The programme:

- Shapes future design professionals capable of researching and applying creative design principles to explore innovative contexts and forge new propositions

- Promotes the analytical thinking needed to critically evaluate new design situations and contexts
- Promotes new design skills and knowledge needed for critical evaluation to integrate and manage innovation and new technologies, from initial creativity through production and distribution
- Develops business models that promote sustainability and ethical practices
- Engages in interdisciplinary development to drive innovation

CAREER PROFILES

This programme prepares you to a career in the following advanced roles:

- Strategic / Product designer
- Scenarios designer
- User Experience designer
- R&D and Process innovator
- Materials innovator
- Transformation manager

It will also prepare students to begin a PhD programme in the design area.



TOP: SMART MESH by Doris Rodriguez, Kseniia, Dolgikh-Ocheret, Paloma Onaissi Moreno

BOTTOM: 4 SQUARED by Himanshu Deore, Sonia Redon, George Goginashvili in collaboration with ALMA

BACHELOR OF ARTS IN

→ **11 FASHION DESIGN**

**ACADEMIC MASTER'S PROGRAMMES
and DUAL AWARD MASTER'S PROGRAMMES in:**

→ **12 FASHION DESIGN**

→ **13 FASHION STYLING & VISUAL MERCHANDISING**

2-YEAR MASTER OF ARTS PROGRAMME in:

→ **14 FASHION: DESIGN, ART & TECHNOLOGY**

School of Fashion

Fashion

Fashion is a world where the tendency towards social imitation is forever juxtaposed with the desire for individual differentiation. It reflects and combines the core of what it means to be human: culture, identity, body, imagination, production, consumption, experimentation, representation and dialogue.

11

Bachelor of Arts in

FASHION DESIGN

The BA in Fashion Design is structured to support specialisation tracks by incorporating selected common modules that provide a foundational context for all students.

TEXTILE & ACCESSORY DESIGN SPECIALISATION COURSES	FASHION & LUXURY MANAGEMENT SPECIALISATION COURSES	FASHION PRODUCT DEVELOPMENT SPECIALISATION COURSES
Clothing & Accessory Design	Branding & Marketing Strategy	Manufacturing Planning
Textile Technology Applications	Distribution Systems & Value Chain	Product Innovation & Sustainability
Accessory Materials	Product Category & Merchandising Planning	Fabric Printing
Identity Collection	International Market Strategy	Product Lifecycle
Model Creation	Data-Informed Strategic Planning	Quality Assurance and Fit
Textile & Accessory Design thesis workshop	Fashion & Luxury Management thesis workshop	Fashion Product Development thesis workshop

The Bachelor of Arts in Fashion Design encompasses the multifaceted and evolving fashion design system, preparing students to create clothing and accessories collections, develop strategies and marketing plans for fashion and luxury businesses, and gain experience in fashion product development.

Fashion is a dynamic and complex global industry, deeply intertwined with historical and social contexts that shape personal and cultural values. The Fashion Design undergraduate programme embraces this diversity, preparing students to become versatile and creative professionals. Graduates will become creative designers, innovators and experts in sustainable practices, ready to meet the demands of the professional world. Adopting a methodology that encompasses comprehensive research, concept development, and project execution, the Bachelor of Arts programme aims to boost creativity, cultivate innovation, and emphasise craftsmanship and originality, culminating in the creation of a complete clothing collection as the final achievement. The learning methodology includes lessons, workshops, labs, boot camps, critical thinking sessions, internships, a thesis workshop, and a final project.





LEARNING OUTCOMES

- Develop a comprehensive understanding of the fashion design process, from research and concept to the final product, including forecasting, sketching, pattern making, and prototyping.
- Gain expertise in selecting appropriate materials and sourcing them effectively to meet design and production requirements, ensuring quality and sustainability standards.
- Acquire the ability to analyse fashion trends and conduct market research to create relevant and innovative designs and develop a merchandising plan.
- Master digital tools and technologies, such as computer-aided design, digital drawing and illustration.

CAREER PROFILES

Graduates can embark on careers as Fashion Designers, creating original clothing, accessories, or footwear collections, often for a brand, retailer, or as independent designers. They may choose a career as Fashion Creative Director shaping the creative vision and overall aesthetic of a fashion brand. Students can become Fashion Entrepreneurs launching their own brand or Fashion and Luxury Managers/Consultants, overseeing strategy, buying, planning and marketing of product lines, ensuring products meet customer needs and align with business goals. Additionally, graduates may choose to become Fashion Product Developers supervising the creation and development of fashion items, collaborating with designers, suppliers, and manufacturers to source materials, refine prototypes, and manage timelines from concept to production. Depending on their chosen specialisation, students can further tailor their career paths.

SPECIALISATIONS

Textile & Accessory Design

This track focuses on the integration of creative and ethical considerations in fashion design both in apparel and accessory. Students will learn to combine aesthetics with sustainability, manufacturing products that are both visually appealing and environmentally responsible. They will acquire the principles of sustainable and ethical design, the use of eco-friendly materials and socially responsible production methods to design conscious

and contemporary fashion and accessories collections.

Path career opportunities: Accessory Designer, Fashion Designer, Digital Fashion Designer, Textile Designer, Knitwear Designer, Pattern Maker, Creative Director, Sustainable Fashion Designer, Fashion Illustrator.

Fashion & Luxury Management

It focuses on Fashion & Luxury Businesses to interpret new consumer behaviours and develop strategies and marketing plans. Students will learn to conduct market and data analysis to identify new trends, consumer preferences, enhance brand awareness, develop business plans, and demonstrate team leadership, all aimed at driving brand growth and achieving commercial success in the fashion industry. They will be able to design and implement strategies for managing the lifecycle and supply chain of fashion and luxury products, focusing on improving customer experience, boosting sales through market insights, data analysis, and strategic planning.

Path career opportunities: Fashion Designer, Collection Merchandiser, Retail Marketing Specialist, Digital Fashion Designer, Fashion/Luxury Buyer, Fashion/Luxury Manager, Luxury Customer Experience Manager, Creative Director, Fashion/Luxury E-Commerce Manager, Fashion Buyer, Fashion Consultant.

Fashion Product Development

This specialised track emphasises the role and collaboration of product development with creative direction in transforming design concepts into market-ready products and defining merchandising strategies for developing long-term production plans. They will gain expertise in all stages of product development and acquire technical skills in overseeing prototypes and samples, selecting and sourcing materials, and ensuring quality and sustainability in design and production.

Path career opportunities: Fashion Designer, Digital Fashion Designer, Product Manager, Fashion Product Developer, Collection Merchandiser, Sourcing and Production Coordinator, Quality Assurance Specialist, Supply Chain Expert, Creative Director.

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Academic Master's Programme and Dual Award Master's Programme in
FASHION DESIGN

The Academic Master's Programme path consists of 4 modules (course + workshop) plus 1 module including a professional experience and a Final Project.

The Dual Award Master's Programme path includes additional dedicated modules, as the 6th module related to the Final Major Project.

SUBJECTS

Fashion Culture
Visual Representation
Fashion Marketing and Management

WORKSHOPS

Fashion Identity
Fashion Collection

**ELECTIVE
WORKSHOP**

One to be chosen among:
Fashion Brand Management
Fashion Merchandising and Buying
Fashion Styling
Retail and Visual Merchandising
Entrepreneurship through Design
Digital Communication
Fashion Identity
Fashion Collection

The range of selection varies according to the student's entry intake

Fashion Design entails the ability to decipher what is 'contemporary' and translate it into meaningful and visionary manifestations. A design perspective in fashion means investigating different social, cultural and environmental phenomena which together with a sound experimentation and a clever manipulation foster a unique creative identity, where the essential components of Fashion: 'Poetic Charm' and 'Beauty' are always preserved.

The Master in Fashion Design combines fashion studies and design thinking with extensive study and practice. Students will be taught to question, refine and strengthen their individual creative vision as well as to tackle the challenge of designing for existing fashion brands.

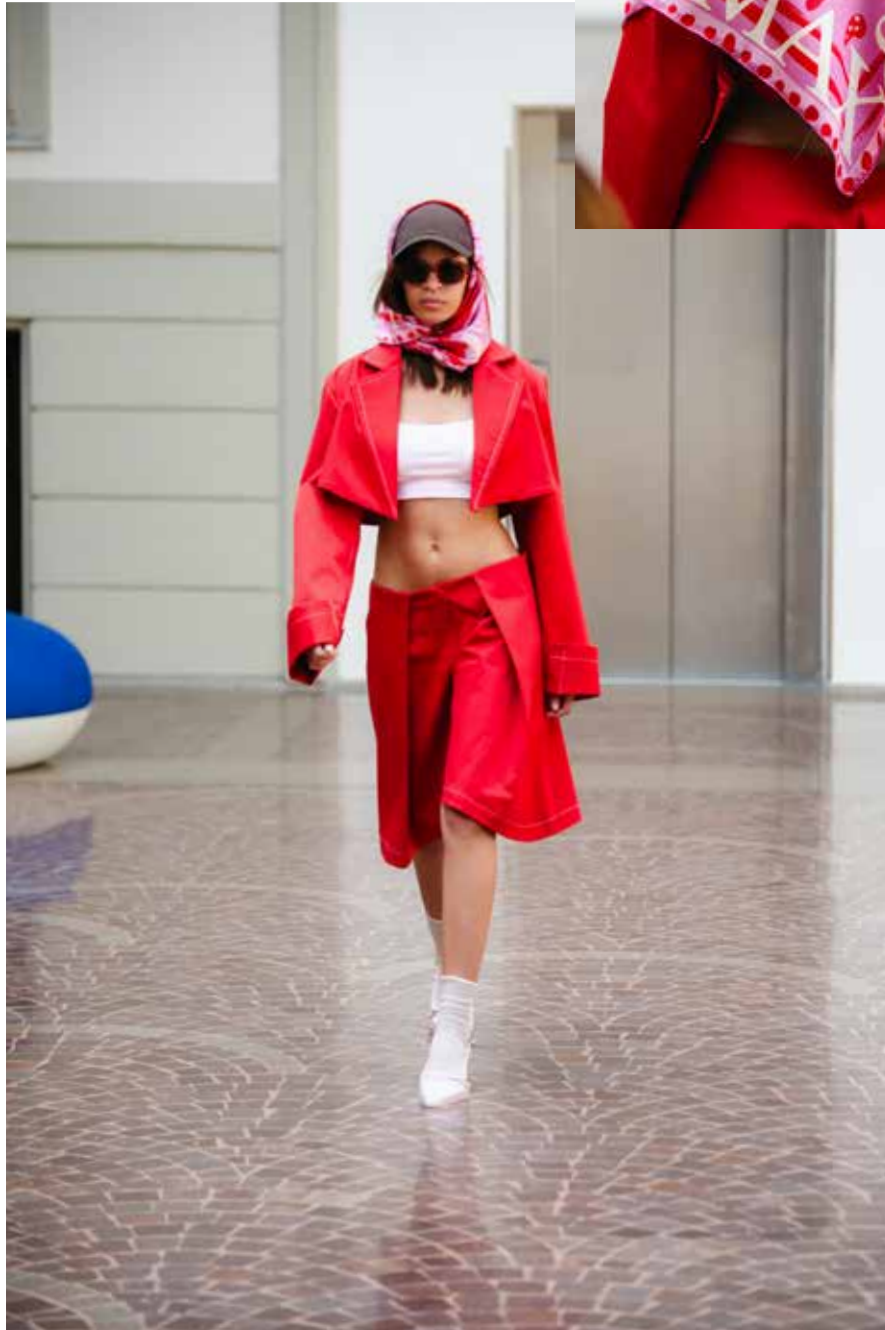
Students will be engaged in the exploration of other disciplines to produce outcomes that combine conceptualization, textile manipulation, garment prototyping, sustainability, branding, visual storytelling and business intelligence. They will learn to understand the complexity of the fashion system, gaining a mature awareness of the various professions throughout its value chain, understanding that the value of fashion is not printed on the surface of a garment but it is in its function, wearability, inclusivity and ability to adapt to our contemporary needs.

FASHION DESIGN

ISN'T LESS ENOUGH?
by Emre Pakel, Fashion
Graduate Italia



DOMUS ACADEMY MILANO



AUDIENCE

The programme is designed for you if you have a first-level degree and/or professional experience in Fashion Design. It is also open to you if you come from a different background, provided you are strongly motivated to carry out in-depth research in the subject area and can submit a well-developed portfolio that illustrates the different phases of the fashion design process.

LEARNING OUTCOMES

- Tap into the fashion industry and culture to succeed in your career as fashion designer.
- Find your personal style and leverage cross-disciplinary approaches to business and creativity.
- Get a thorough grounding in fashion design theory, while also working with fashion designers and labels to develop and promote innovative design and collections.
- Become an inspired fashion designer. Create innovative designs with a personal vision, backed by a thorough understanding of fashion history and current scenarios to anticipate new trends.
- Empower your creative self. Develop critical thinking to evolve your personal style and design innovative collections, while adapting to changing multicultural environments, influences, technologies and consumer needs.
- Address present and future challenges. Learn the impacts of the fashion industry on society and the environment, to develop ethical and responsible solutions and contribute to a more sustainable fashion future.

CAREER PROFILES

With a combination of in-class theory and valuable collaborations at cutting-edge companies, you will get the knowledge, confidence and insight to pursue creative roles in the fashion industry. Start your own fashion businesses or explore a wide range of related roles, including:

- FASHION DESIGNER
- TEXTILES AND PRINT DESIGNER
- COSTUME DESIGNER
- DIGITAL FASHION DESIGNER
- FASHION TREND RESEARCHER

COMPANIES

The Master in Fashion Design has collaborated with: A.N.G.E.L.O., Alberta Ferretti, Damir Doma, Diesel, Dockers, Dondi Jersey, Fay, Fiorucci Love Therapy, Fondazione Gianfranco Ferré, Humana Vintage, Isko, Limonta, Luxury Jersey, Maison Margiela MM6, Max Mara, MAX&Co, MYTHERESA, Napapijri, Nike, Reebok, Romeo Gigli, Timberland, Trussardi, Versus Versace.

MEDITERRANEAN
SOUL, by Dide
Aksamaoglu,
in collaboration with
MAX&Co.

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FASHION STYLING
& VISUAL MERCHANDISING

The Academic Master's Programme path consists of 4 modules (course + workshop) plus 1 module including a professional experience and a Final Project.

The Dual Award Master's Programme path includes additional dedicated modules, as the 6th module related to the Final Major Project.

SUBJECTS

Fashion Culture
Integrated Communication
Strategy
Fashion Marketing and
Management

WORKSHOPS

Fashion Styling and Digital
Content Creation
Retail and Visual
Merchandising

ELECTIVE
WORKSHOP

One to be chosen among:
Fashion Brand Management
Fashion Merchandising and
Buying
Design of Spaces
Identity Design and
Communication Strategies
Fashion Collection
Fashion Styling and Digital
Content Creation
Retail and Visual
Merchandising

The range of selection varies
according to the student's entry intake

Fashion Brands are focusing on coherent visual communication to be genuinely believable and highly recognizable. The booming craving for experience and interactive participation is challenging fashion brands to create original and always evolving and memorable experiences, aligned to the aesthetics of their DNA.

The Master in Fashion Styling & Visual Merchandising covers at 360 degrees the visual communication of fashion brands envisioning and designing branded content for Omni-channel strategies; where the physical and digital touchpoints are merged together and each of them increases always more information during the customer journey. There is a growing demand for fashion brand image architects and visual communicators who can translate brand values into idiosyncratic and multifaceted projects that captivate the viewer attention and increase brand awareness.



TWOFOLD, by Vana Saad, Matilde Villani, and Pooja Gupta, in collaboration with Icon Magazine. Photo Nicola Zucca.



FASHION STYLING & VISUAL MERCHANDISING

AUDIENCE

The programme is directed at you if you have a first level degree and/or professional experience in fashion design, photography, video making, architecture and communication. It is also open to you if you have a background in industrial design, journalism, media, fashion styling, visual merchandising, or equivalent fields. Furthermore, the programme welcomes you if you have a strong motivation and interest in tackling the subject areas covered.

LEARNING OUTCOMES

- Launch a career in the fashion visual communication industry. Become visual fashion brand communicators who create engaging concepts, innovative strategies, and powerful storytelling.
- Manage sophisticated aesthetic languages directing visual outputs on different platforms.
- Get a thorough grounding in fashion theory and practice including what motivates fashion consumers, how fashion visual communication works in the contemporary scene, and how new technologies are changing the future of fashion communication.
- Explore the market through practical classes and collaboration with companies to develop innovative solutions for visual communication of the brand DNA and products.
- Develop critical thinking skills. Evaluate brand values and identity to translate them into holistic projects that increase brand awareness.
- Create innovative and powerful communication projects. Work on appealing and contemporary storytelling to attract consumers through images and videos, shop windows, in-store and online displays, and multi-sensory retail experiences.

CAREER PROFILES

Gain the essential skills and expertise to meet the growing demand for fashion brand image architects and visual communicators. This programme prepares you for a career in international fashion styling and visual merchandising, while also opening doors to a variety of related roles, including:

- FASHION STYLIST
- E-STYLIST
- FASHION EDITOR
- VISUAL MERCHANDISER
- E-MERCHANDISER
- ART DIRECTOR
- SOCIAL MEDIA MANAGER
- FASHION TREND RESEARCHER
- BRANDED CONTENT CREATOR

COMPANIES

The Master in Fashion Styling & Visual Merchandising has collaborated with: 10 Corso Como, Biffi Boutiques, Boglioli, Bonaveri, CAP 74024, Diesel, Freeda, Icon Magazine, Io Donna RCS, K-Way, La Rinascente, L'Officiel, L'Officiel Italia, Moncler, Museo Salvatore Ferragamo, Oltrefrontiera progetti, Patrizia Pepe, PleatsPlease, Salvatore Ferragamo, SKIN Magazine, Slowear, Stone Island, The Greatest, The Greatest Magazine, Trussardi, Versus Versace, Vogue Talents, YNAP.

TOP: PLAYGROUND
by Chiara Rosina, Hiral
Arora, Mahak Gupta,
Pooja Somani.
Photo: A. Lo Faro

BOTTOM: SUBSUMED
by Dana Saad, Julija
Umek, Ekin Ulusoy in
collaboration with Skin
Magazine.

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2-Year Master of Arts Programme in

FASHION: DESIGN,
ART & TECHNOLOGY

This 2-Year Master of Arts Programme offers an innovative vision and approach to creativity and the fashion and design industry. Its objective is to establish and anticipate cross-cultural directions of multi-faceted themes.

SEMESTER I

Course	CFA	Type
FASHION DESIGN 1	12	T/P
Fashion Design Research and Methodology	6	WS
Pattern Creation	6	WS
TEXTILE DESIGN	12	T/P
Materials Experimentation	6	WS
Innovative Textile Technologies	6	WS
STYLE, HISTORY OF ART AND COSTUME	6	T
Fashion Landscape	6	CS
TOTAL CREDITS SEM. I	30	

SEMESTER III

Course	CFA	Type
FASHION DESIGN 3	12	T/P
Design for the Fashion System	6	WS
Cradle-To-Cradle Fashion Making	6	WS
PROJECT METHODOLOGY OF VISUAL COMMUNICATION	6	T/P
Fashion Digital Communication	6	WS
MATERIAL CULTURE	6	T
Next-Generation Textiles	6	CS
1 ACTIVITY TO BE CHOSEN BY THE STUDENT:		
Additional training activities:		
Transforming Realities	6	BC
or		
Generative Design	6	BC
or		
Accelerator	6	BC
TOTAL CREDITS SEM. III	30	

SEMESTER II

Courses	CFA	Type
FASHION DESIGN 2	12	T/P
Conscious Clothing Design	6	WS
Fashion Drawing	6	WS
PATTERN MAKING	12	T/P
Advanced Form Making	6	WS
Digital Manufacturing Processes	6	WS
PHENOMENOLOGY OF STYLES	6	T
Fashion Trend Forecasting	6	CS
TOTAL CREDITS SEM. II	30	

SEMESTER IV

Course	CFA	Type
FASHION DESIGN 4	12	T/P
Digital Couture	6	WS
Printed Designs	6	WS
1 ACTIVITY TO BE CHOSEN BY THE STUDENT:		
Additional training activities:		
MULTIMEDIA LANGUAGES	6	T
Interactive Media	6	CS
or		
Internship / Project Learning Experience	6	
THESIS	12	
Eligibility		
Degree Project	12	
TOTAL CREDITS SEM. IV	30	



In the contemporary landscape, where style and clothing play a paramount role in defining individuality and serve as a powerful medium for driving societal transformation, the 2-Year Master of Arts in Fashion: Design, Art & Technology introduces an innovative approach to creativity and the fashion industry.

The programme unlocks cross-cultural perspectives within multifaceted themes related to fashion design. It delves into the progressive convergence of fashion with new technologies, cutting-edge materials, and artificial intelligence, resulting in captivating immersive experiences and highly desirable tangible and virtual products. Students will have the opportunity to explore and apply fashion that projects towards the future through an immersive journey encompassing revolutionary technologies for design representation, digital design, and a conscious and sustainable product vision. The programme's key focus areas include the following:

- Circular and sustainable practices
- Application of new technologies in fashion and its communication
- Study of style expressions within the contemporary context
- Experimentation of interdisciplinary techniques for defining fashion products

Students will engage in theoretical coursework, supported by a hands-on experience with a distinctive blend of workshops, seminars, specialised laboratories, and boot camps, allowing participants to effectively put their knowledge into practice.

AUDIENCE

Students and young professionals from the fashion area aiming at:

- Investigating and exploring new fashion and design approaches, processes and technologies
- Furtherly exploring critical thinking and research with academics and professionals
- Getting design "Mastery" in specific fields
- Creating and developing their own academic and professional network
- Having a wider access to PhD programmes

LEARNING EXPERIENCE

- Lessons, Workshops, Boot camps
- Final Thesis (Research + Project)
- Internship / Project Learning Experience

LEARNING OUTCOMES

The programme aims to:

- Form future fashion design professionals capable of researching and applying creative design principles to explore innovative contexts and forge new propositions
- Engage in critical and analytical thinking about fashion design and the fashion

system to develop strategies for success

- Promote new fashion design skills and knowledge needed for critical evaluation to integrate and manage innovation and new technologies, from initial creativity through production and distribution
- Develop business models that promote sustainability and ethical practices
- Engage in interdisciplinary development to drive innovation and unprecedented solutions

CAREER PROFILES

The programme prepares students to a career in the following advanced roles:

- Fashion designer
- Fashion entrepreneur
- Creative director
- Community / Sustainability / CSR (fashion) manager
- Innovation and Transformation (fashion) manager
- R&D process / materials (fashion) innovator
- Digital fashion designer / 3D modeling designer

It will also prepare students to begin a PhD programme in the fashion design area.



CODE INTRUSION
by Ruling Ni,
Santana Ilangovan,
in collaboration with
Cactus Magazine

ACADEMIC MASTER'S PROGRAMMES
and DUAL AWARD MASTER'S PROGRAMMES in:

- **15** BUSINESS DESIGN
- **16** FASHION MANAGEMENT
- **17** LUXURY BRAND MANAGEMENT

2-YEAR MASTER OF ARTS PROGRAMME in

- **18** DESIGN LEADERSHIP & STRATEGY

School of Business

Business

Business Design is a new and revolutionary way of approaching business.

Instead of shunning risk and avoiding change, this methodology harnesses disruptive innovation to frame new business models that can thrive in ever-shifting times.

Both corporate divisions and startups can rely on it to chase the many opportunities that the traditional ways of business can no longer catch.

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Academic Master's Programme and Dual Award Master's Programme in
BUSINESS DESIGN

The Academic Master's Programme path consists of 4 modules (course + workshop) plus 1 module including a professional experience and a Final Project.

The DUAL AWARD Master's Programme path includes additional dedicated modules, as the 6th module related to the Final Major Project.

SUBJECTS

Entrepreneurship: Business Design Tools
Business Design for Creative Leaders
Strategic Branding

WORKSHOPS

Entrepreneurship through Design
New Product Strategies

ELECTIVE WORKSHOP

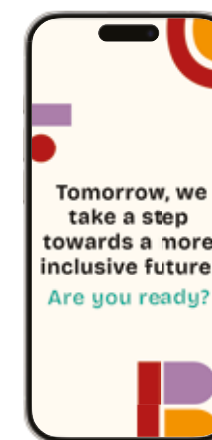
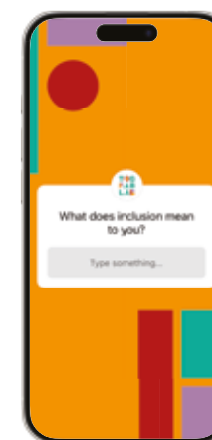
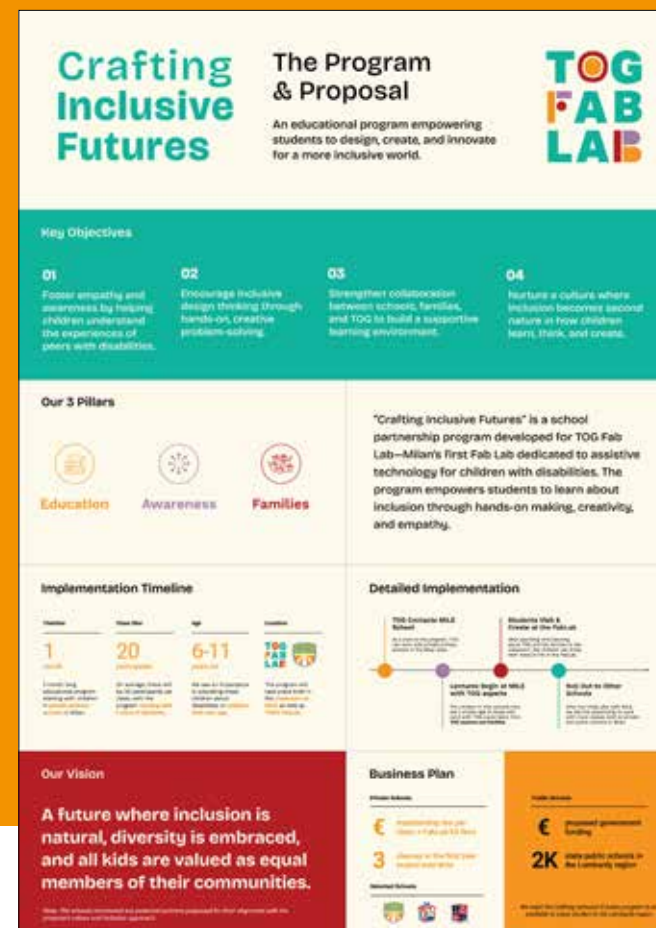
One to be chosen among:
Digital Communication
Strategic Brand Management
Experience Design
Fashion Merchandising and Buying
Entrepreneurship through Design
New Product Strategies

The range of selection varies according to the student's entry intake

Change is the only constant. Established business and managerial standards are being disrupted, current business strategies are being reframed. The secret of today's success on the market is not to merely create new customers, but to cater their needs in new ways so that new lines of products can emerge.

To make that possible, the business design methodology relies on the creativity and reliability of the design process to think outside the box and view things from different perspectives and think business differently.

The Master in Business Design creates new connections between the worlds of business and design. Students will work on projects related to the business of design and the design of business. Enlightening and interdisciplinary, the programme focuses on how to apply design culture, methodology and sensitivity to a wide range of businesses, including established enterprises, large, medium and small-sized companies and start-ups. Students will learn about design-driven management strategies as they learn to draft plans for business development, branding, marketing and communication for the whole company as well as for specific product lines and new ventures.



CRAFTING INCLUSIVE FUTURES, by Catherine Cable, Sarah Abdel Jalil, Tina Jain, Seval Ozdogan, and Sanjoli Gupta, in collaboration with Fondazione Tog. Selected to take part into 2025 Gwangju Biennale, Korea.

Online channel - Instagram Stories



R



Online channel - Instagram Post



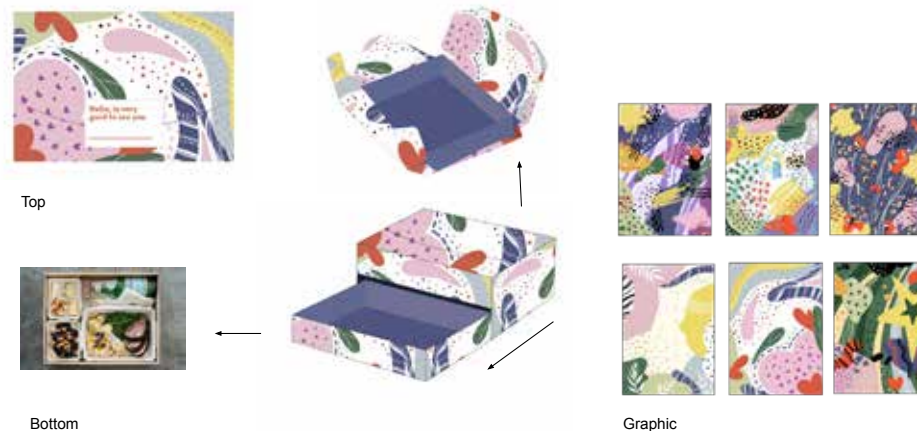
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Design Packaging



R



AUDIENCE

The programme is designed for you if you have a first-level degree and/or professional experience in design, economics, management, or the humanities. Even if your background is in other fields, you can join provided you are motivated to undertake in-depth research in the programme's subject area.

LEARNING OUTCOMES

- Re-think business models in international business scenarios with a visionary approach, design-thinking and creativity.
- Understand business and competition, learn strategic, organisational, and management skills and master key activities such as providing industry and trend analyses, designing experiments for market validation and prototyping, developing business models, and identifying risks and future strategies.
- Help organisations create new ways of being competitive, turn their ideas into ventures and design long-term viability and performance.
- Engage in inter-disciplinary development to drive innovation and digitalisation in businesses, products and strategies.
- Identify market opportunities and develop a design-thinking methodology combining business theories and frameworks with a human-centred approach.
- Develop the ability to conceive a business idea from scratch and to lead its launch on the market, managing all phases of the design process: from preliminary research to the prototyping of the business model, up to the definition of the final product or service concept and its presentation through an effective and coherent pitch.

CAREER PROFILES

This programme will equip you with the skills to secure roles in consultancy firms, research and development firms and start-ups, as well as to embark on a career as a self-employed consultant or entrepreneur. You may also consider related roles, such as:

- STRATEGIST
- DESIGN AND INNOVATION CONSULTANT
- BUSINESS DEVELOPER
- RESEARCHER IN R&D UNITS
- BRANDING EXPERTS
- CONSULTANT IN SERVICE COMPANIES
- ENTREPRENEUR IN THE CREATIVE INDUSTRIES

COMPANIES

The Master in Business Design has worked with: 3M, AKQA, Altreforme, Autogrill, Barilla, BTicino, Co.Import, Comieco, DB Apparel, Ducati, Ebay Italia, Elica, Fondation Interieur, Ferrari, Fondazione TOG, Forevermark, Italia Independent, Kickstarter, Lifegate, MDF Italia, Moreschi, Pininfarina, Piquadro, Procter & Gamble, Rilastil, Royal Rose, Sevensgrams, Slowear, Starbucks Reserve Roastery, Sunstar, Technogym, The Coca-Cola Company, Unieuro, Unilever, Veuve Clicquot, Wega.

THIS IS STARBUCKS
RESERVE by Serinelli
Alessandra, Inocencio
Joana, Leelanuch
Chancheochingchai
in collaboration with
Starbucks Reserve
Roastery Milano

16

Academic Master’s Programme and Dual Award Master’s Programme in
FASHION MANAGEMENT

The Academic Master’s Programme path consists of 4 modules (course + workshop) plus 1 module including a professional experience and a Final Project.
The Dual Award Master’s Programme path includes additional dedicated modules, as the 6th module related to the Final Major Project.

SUBJECTS

Fashion Marketing and Management
Integrated Communication Strategy
Business Design for Creative Leaders

WORKSHOPS

Fashion Brand Management
Fashion Merchandising and Buying

ELECTIVE
WORKSHOP

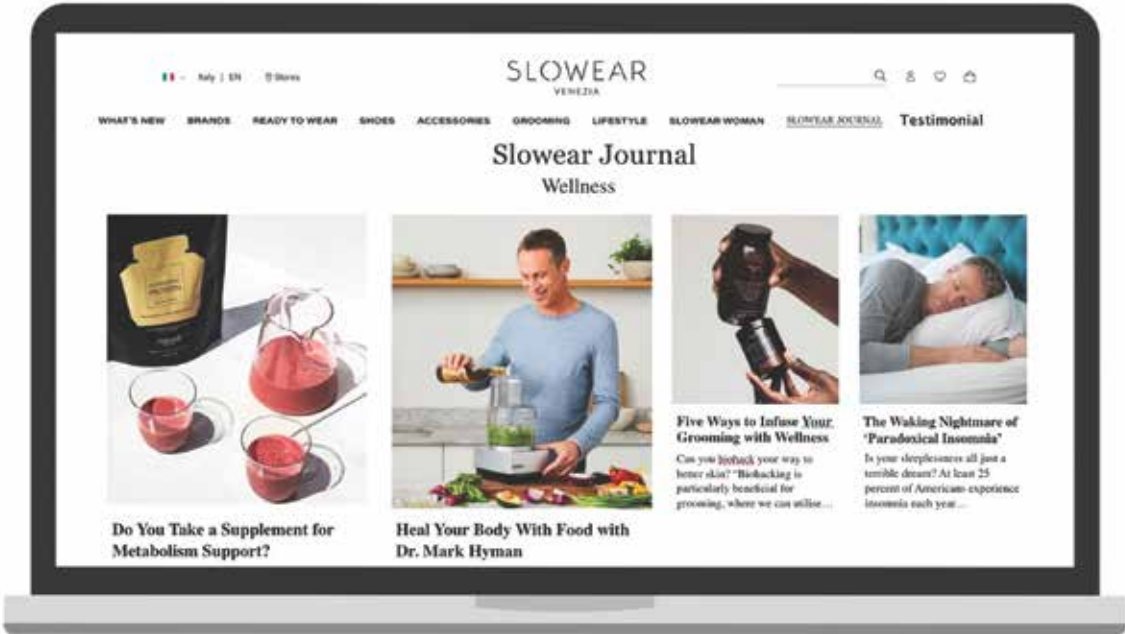
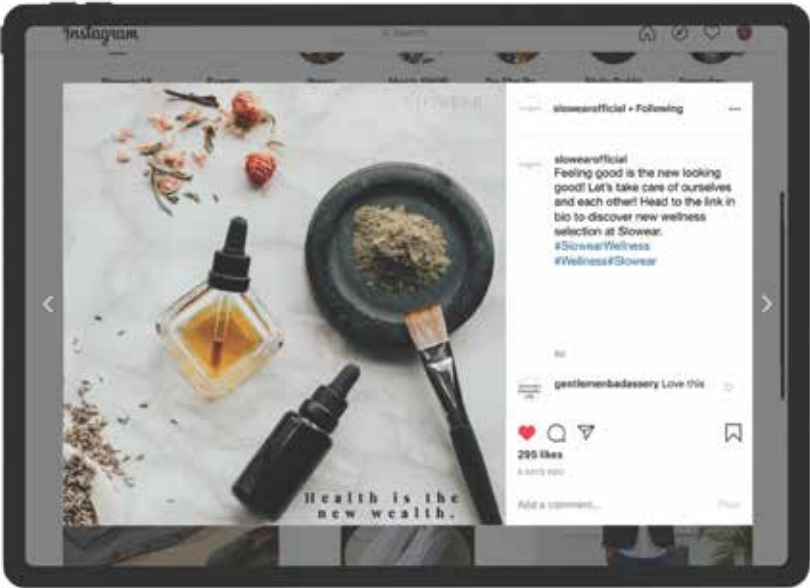
One to be chosen among:
Fashion Styling and Digital Content Creation
Entrepreneurship through Design
Retail and Visual Merchandising
Digital Communication
Fashion Brand Management
Fashion Merchandising and Buying

The range of selection varies according to the student’s entry intake

Fashion is dynamic and in perpetual flux, and it evolves with social, cultural, economic and technological shifts to adapt to the ever-changing needs of its consumers.

Current and future managers must be able to detect and predict these global macro-trends. They need to create and implement imaginative solutions in order to succeed in this transitional world of fashion.

The Master in Fashion Management combines fashion studies with management principles covering aspects of buying, merchandising, communication, marketing, distribution and production. Students are introduced to the language and the codes of the fashion world. They are guided to formulate and execute relevant research based projects, to analyse, evaluate and make informed decisions to arrive at creative and commercially viable strategies coherent with the brand identity. Students are given the opportunity to pitch their innovative proposals in written and visual formats.



WELLNESS BY
SLOWEAR by Daniela
Vasquez, Veronika
Lapina, Charvi Venkat,
Nina Van Gossum,
in collaboration with
Slowear



COEXIST by Arshika
Singhal, Snigdha Rawat,
Samiksha Gupta.

AUDIENCE

The programme is designed for you if you have a first-level degree and/or professional experience in fashion and accessory design, art, the humanities, economics and business. It is also open to you if you come from a different academic or professional background, as long as you can demonstrate strong motivation and a genuine interest in engaging with the programme's subject area.

LEARNING OUTCOMES

- Thrive in the fast-paced world of fashion management.
- Gain a broad view of the fashion industry by interacting with professionals and brands.
- Explore all areas of fashion brand management, from buying to store management, through to public relations and events.
- Apply management skills in a creative

context and in challenging and complex business arena.

- Get familiar with the fashion culture, marketing tools and buying methods and engage in research projects to develop creative and financially viable strategies.
- Enjoy unique opportunities with professionals and cutting-edge labels to gain industry-relevant experience and transition your brand management knowledge from theory to practice.
- Analyse key values, products and financial parameters to produce innovative and creative business solutions that will make you stand out from the crowd.

CAREER PROFILES

Mastering the culture and practices of the fashion business to progress to top management positions in the fashion industry. With many Alumni now working for innovative brands including Prada, Louis Vuitton and Ferragamo, you can aim high and aspire to a successful career in a variety of roles, including

- BRAND MANAGER
- FASHION BUYER
- RETAIL MERCHANDISER
- COLLECTION MERCHANDISER
- PRODUCT MANAGER
- RETAIL/STORE MANAGER
- PR AND EVENTS MANAGER
- MARKETING MANAGER

COMPANIES

The Master in Fashion Management has worked with: 10 Corso Como, 10CorsoComo, Albino, Antepima, Antonia, Antonioli, BALLY, Biffi Boutique, Bonaveri, Calvin Klein Collection, Camera Italiana Buyer Moda, Fendi & Maserati, Felice Limosani, Google Italy, Hogan / Gruppo Tod's, L.A. Distribuzione, Lambert & Associates, La Rinascente, La Rinascente/ Tiziana Cardini, L'Oreal, Maison Margiela MM6, Moncler, Montblanc Germany, MyTheresa, Penelope Stores, Pleats Please, Privalia, Red Valentino, Roberto Cavalli, Salvatore Ferragamo, Sergio Tacchini International, Sisley - Fabrica, Slam Jam, Slowear, Stone Island, Swarovski Elements, Sonae Sierra, The Firman, Trussardi, Versace Gioielli, Versus /VJC, Value Retail Group (Fidenza Village), Vionnet, Wemanage, Youtube.

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Academic Master’s Programme and Dual Award Master’s Programme in
LUXURY BRAND MANAGEMENT

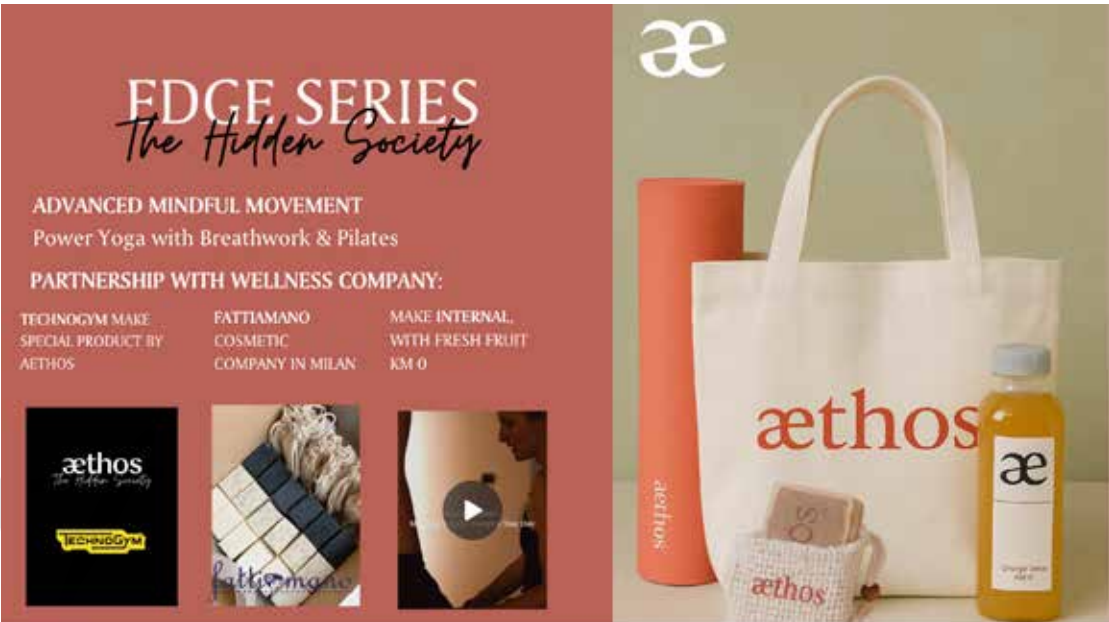
The Academic Master’s Programme path consists of 4 modules (course + workshop) plus 1 module including a professional experience and a Final Project.
The Dual Award Master’s Programme path includes additional dedicated modules, as the 6th module related to the Final Major Project.

SUBJECTS	WORKSHOPS	ELECTIVE WORKSHOP
Strategic Branding	Strategic Brand Management	<i>One to be chosen among:</i> Fashion Merchandising and Buying Entrepreneurship through Design Retail and Visual Merchandising New Product Strategies Identity Design and Communication Strategies Fashion Styling and Digital Content Creation Strategic Brand Management Digital Communication The range of selection varies according to the student’s entry intake
Integrated Communication Strategy	Digital Communication	
Business Design for Creative Leaders		

Luxury goes beyond consumption: it is the narrative that surrounds the brand - its heritage, story and excellence.

Luxury brands have their raison d’être in creativity. They add value to their products and services by offering their target audience deeper meaning and intangible value. Luxury has always been associated with the desire to express one’s status. While in the past this was expressed through physical goods, today it is increasingly conveyed through unique experiences.

The Master in Luxury Brand Management prepares students to manage the delicate balance between creativity and business for luxury brands. Students will learn how a brand’s purpose and range fits within a broader demographic, social and cultural landscape. Tomorrow’s luxury brand managers will explore the emerging values attached to the concept of luxury. Students will come to understand that branding is a mix of science and art, rationale and emotion. They will practice how to identify individual customer behaviours and social patterns and uncover powerful insights that will allow them to support luxury brands in developing unique points of view, meaningful values and strong emotional connections through engaging and memorable experiences.



THE HIDDEN SOCIETY,
by Tyrese Dargan,
Ayse Ece Altun, Doga
Kaptan, and Alberto
Caiola, in collaboration
with Aethos Hotel.



AUDIENCE

The programme is designed for you if you have a first-level degree and/or professional experience in art and design. It is also open to you if your background is in economics, management, the humanities or equivalent fields, provided you demonstrate a strong interest in the programme's subject area.

LEARNING OUTCOMES

- Gain a broad understanding of the luxury market through industry-based projects and interaction with professionals.
- Design omni-channel strategies to narrate a brand's heritage, story, excellence and innovation in unique ways.
- Recognise customer behaviours and social patterns and uncover powerful insights to help luxury brands grow their influence through engaging and memorable experiences.
- Implement creatively innovative luxury brand concepts, scenarios, and solutions using cross-disciplinary creative and business approaches.
- Acquire critical thinking to evaluate branding decisions and develop innovative strategic plans.
- Pursue creative business solutions that respond to contemporary and future needs of consumers and brands.

CAREER PROFILES

Get a broad view of the luxury market to select your future career path. Understand the culture and practices of international luxury businesses to learn the key skills that all brand managers need. You will be able to pursue a management career and consider a wide range of related roles, including:

- BRAND MANAGER
- PRODUCT MANAGER
- MARKETING MANAGER
- DIGITAL COMMUNICATION EXPERT
- COMMUNICATION AND PR MANAGER
- BRANDING AND MARKETING CONSULTANT

COMPANIES

The Master in Luxury Brand Management has worked with: 10 corso como, Aethos Hotel, Artemest, BALLY, Bulgari, Christie's, De Beer's - Forevermark, Dodo, Ferrari, Forevermark, Franzi, Italian Hospitality Collection, Krizia, La Rinascente, Moncler, Museo Salvatore Ferragamo, Peck Milano, Salvatore Ferragamo Museum, See Me, Sergio Rossi, Slowear, Sotheby's, Stone Island, Toscano Resort Castelfalfi, Trussardi, Veuve Clicquot, Vhernier, Yoox Net-A-Porter.

DUALISM by Selin Kasa, Hantian Li, Pitch Phoomsawat, Richa Shah, Ishita Tewari in collaboration with Bulgari

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2-Year Master of Arts Programme in

DESIGN LEADERSHIP
& STRATEGY

This 2-Year Master of Arts Programme offers an innovative vision and approach to creativity and the design industry. Its objective is to establish and anticipate cross-cultural directions of multi-faceted themes.

SEMESTER I			SEMESTER II		
Course	CFA	Type	Courses	CFA	Type
DESIGN 1	12	T/P	DESIGN 2	12	T/P
Designing Product Strategies	6	WS	Design for Futures	6	WS
Business Innovation by Design	6	WS	Prototyping Tomorrow's Organisations	6	WS
PROJECT METHODOLOGY	12	T/P	BRAND DESIGN	12	T/P
Business & Design Intersections	6	WS	Communication Design	6	WS
Design Methodologies	6	WS	Brand Identity	6	WS
HISTORY OF DESIGN	6	T	HISTORY OF ART	6	T
Modernism to Contemporary Design	6	CS	Digital Media Art	6	CS
TOTAL CREDITS SEM. I	30		TOTAL CREDITS SEM. II	30	
SEMESTER III			SEMESTER IV		
Course	CFA	Type	Course	CFA	Type
DESIGN 3	12	T/P	DESIGN 4	12	T/P
Entrepreneurship by Design	6	WS	Systemic Design	6	WS
Design & Ethical Leadership	6	WS	Regenerative Business	6	WS
ART DIRECTION	6	T	1 ACTIVITY TO BE CHOSEN BY THE STUDENT:		
Personal Branding	6	CS	Additional training activities:		
LIGHT DESIGN	6	T/P	DESIGN MANAGEMENT	6	T
Light Data Visualisation	6	WS	Design Direction	6	CS
1 ACTIVITY TO BE CHOSEN BY THE STUDENT:			or		
Additional training activities:			Internship/Project Learning Experience	6	
Accelerator	6	BC	THESIS	12	
or			Eligibility		
Extended Reality	6	BC	Degree Project	12	
or			TOTAL CREDITS SEM. IV	30	
Design for Sustainability and Social Impact	6	BC			
TOTAL CREDITS SEM. III	30				



Design Leadership is shaping a project and knowing how to carry it forward. It is vision, competence, and direction.

The new Master of Arts in Design Leadership & Strategy offers an interdisciplinary educational experience to guide students through the dynamic intersection of design, strategic leadership, and entrepreneurship. The students will become agents of change, launching businesses and leading companies and organisations, mixing methodologies and tools from various disciplines.

They will develop a design-driven and ethically conscious mindset applying creative and strategic skills to create impactful businesses and solutions.

The Design Leadership & Strategy MA Programme focuses on:

- Business Innovation by Design
- Design Leadership
- Entrepreneurial Culture
- Designing socially and environmentally impactful businesses and solutions
- Applying interdisciplinary knowledge to societal and complex challenges

The programme focuses on cultivating a design-driven approach to address and frame strategic issues, envision innovative solutions, and facilitate communication among diverse disciplines by merging business and design perspectives.

The Master of Arts in Design Leadership & Strategy equips participants to act as change-makers, ethical leaders, and future entrepreneurs, shaping unconventional visions and transforming existing realities.

AUDIENCE

Students and young professionals from the business and design area aiming at:

- Leading design-driven processes, blending creativity and strategy within corporations and organisations
- Launching business ideas with an ethically conscious strategic mindset
- Exploring critical thinking and research methodologies from both academic and professional perspectives
- Mastering design in specific fields
- Creating and developing an academic and professional network
- Having a wider access to PhD programmes

LEARNING EXPERIENCE

- Lessons, Workshops, Boot camps
- Final Thesis (Research + Project)
- Internship / Project Learning Experience

LEARNING OUTCOMES

The Programme aims to:

- Encourage design exploration by applying creative design processes and methods to investigate innovative business contexts and models to develop new propositions.
- Design new strategies for business organisations to enhance decision-making and future-readiness.
- Develop innovative brand and product strategies for customer engagement and market impact.
- Foster socially and environmentally impactful business solutions at various scales of complexity, employing cross-disciplinary approaches.
- Promote an entrepreneurial culture by effectively managing all phases of the design process, from problem-setting to solution implementation.
- Cultivate leadership skills and engage in interdisciplinary collaborations, preparing



participants to lead companies and organisations by integrating approaches from diverse disciplines, while emphasising an ethically conscious strategic mindset.

CAREER PROFILES

This programme prepares students to a career in the following roles:

- Design leader
- Brand manager
- Design entrepreneur
- Design strategist
- Creative director
- Design manager
- Social responsibility expert
- Regenerative business leader

It will also prepare students to begin a PhD programme in the leadership and business design areas.

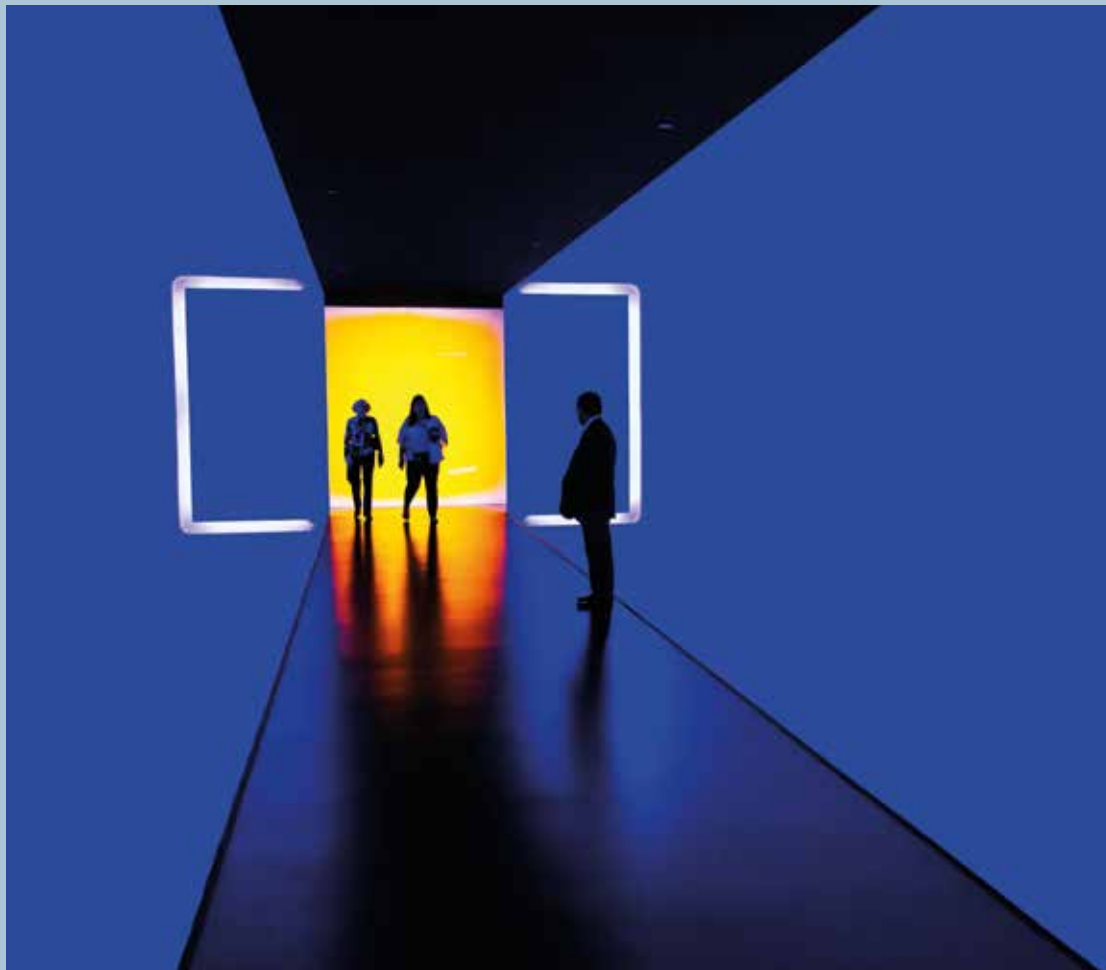
- SEMESTER COURSES
- ADVANCED COURSES
- ON DEMAND COURSES
- TAILORED COURSES
- SUMMER COURSES

Special Courses

On Demand Courses

Intensive short courses, aimed at offering the opportunity to experience Domus Academy educational methodology.

The workshop structure, made of lectures, visits, case histories held by professionals and company testimonials, completed by practical training, drive students and professionals to build a sensitive professional soul on a solid, strategic design basis.



SPECIAL COURSES

Tailored Courses

Customised programmes for companies, institutions and university student groups designed starting from their specific learning needs and timeframe requirements.

These dedicated pathways follow Domus Academy learning methodology based on a “learning by designing” approach with the aim of boosting knowledge and skills with a highly formative experience.



Fashion Graduate Italia 2023
Project by Bipasha Biswas
Photo: Daniele Venturelli

DOMUS ACADEMY MILANO

Summer Courses

Domus Academy runs a unique series of intensive short courses, aiming at offering to the most talented students and promising international designers the opportunity to experience the Domus Academy learning methodology.

The workshop structure, made of lectures, visits, case histories held by professionals in the field, as well as practical training, enables students to invest their time into an intensive experience, an “open mind” deepening into those design issues that will help students in their last years of an undergraduate program, postgraduate students and recent graduates to build a sensitive professional soul on a solid, strategic design basis.

FROM KULT TO
“KULT BEACH” by
Fangyi Chen, Vissarut
Suebprasit, Hang Rok
Cho in collaboration
with Kult



**JEAN-LOUIS SABAJI****Master in Fashion Design 2011***Owner and Designer at Jean-Louis Sabaji*

"Domus Academy was a major transition in my life. During my year there I learned to look at things in a different perspective and I was taught to analyse concepts in a whole new way. Domus Academy is one of the biggest reasons that I am a successful designer today. The amazing staff and teachers brought out in me new ways of creativity I never knew I had. It was the best decision I have ever made and I consider myself lucky to have pursued my studies in such an environment."

"Domus Academy was my first step into the Design world. I had the chance to work on interesting and challenging projects with very talented students from all over the world. It was definitely a strong first step!"

ERAY ALAN - Master in Interaction Design, 2014*Design Director and North America Interaction Design Practice Lead for Accenture Song*

Alumni stories

Our graduates leave with rich, relevant experiences and portfolios able to boost their careers and enhance their network.

**MADDALENA CASADEI****Master in Product Design 2002***Maddalena Casadei Studio owner**Designer for Marsotto Edizioni, Art Director at Fucina - Included in AD100/2022*

"Domus Academy: here ideas travel in an organised chaos, they meet each other, and then enriched go around searching for new reflections."

**LAURA INÉS POLITI****Master in Business Design 2013***Program Manager at frog Milano*

"The Master in Business Design at Domus Academy has provided me the unique possibility to go beyond my original training and broaden my horizons towards new and unexplored fields. It is also thanks to Domus Academy that I first got in touch with frog, allowing me to later apply for a position and currently lead teams as Program Manager."

"I've always thought that our field, based on design and creativity, cannot be tied just to a formation through books; it needs to be experimented and researched."

Through its workshops in collaboration with companies, Domus Academy gave me the professional approach that I expected from a postgraduate course. Design is everything: it surrounds us. Interior design has to be touched and it needs to be felt. I ended up at Domus Academy, let's say 'accidentally', and honestly I could not be happier."

PABLO MOLEZÙN**Master in Interior & Living Design, 2013***Project Manager at Studio Luca Guadagnino*

"I arrived at Domus Academy as an experienced Visual Communication Designer with many questions and doubts about marketing and business realities of brands. I came out as a strategic thinker and business involved designer able to question, understand and reshape or build brands with fresh perspectives."

AYSEGÜL DÖNMEZ**Master in Business Design, 2014***Global Marketing Identity & Equity Manager at Barilla Group***RODRIGO TORRES****Master in Product Design, 1999***Owner of Rodrigo Torres Design, Designer for Alessi, Cassina, Poliform*

"Domus Academy has played a fundamental role in my life and training as a designer. Everything started from there. In Domus Academy I learned to think differently and witness the key cultural, environmental and economical role of design in the development and improvement of our world."

Undergraduate Programmes

Admission process

1. CHECK ENTRY REQUIREMENTS

General entry requirements include:

- The title is an official upper secondary school leaving qualification of the foreign education system of reference;
- The qualification allows entry to first-cycle academic courses in the foreign education system of reference;
- The qualification has been conferred after an overall path of at least 12 years of schooling;
- Where foreseen in the country of origin, students are also requested to pass an academic suitability test /national university entrance exam.

For certain educational qualifications and systems, specific requirements or conditions are identified by the Italian Ministry of Education, Universities and Research, please get in touch with Counsellors before applying if you are under one of the following categories:

- 11-year High School Diploma
- US High School Diploma
- British qualifications
- International Baccalaureate
- National Swedish High School Diploma
- Students who attended more than one upper secondary education institution

2. PREPARE SUPPORTING DOCUMENTS

The required documents for application are:

- Personal Statement (specific guidelines in the application form)
- Copy of High School Diploma or certificate of enrolment to last year of high school in original language and translated into English*
- Copy of High School Diploma's official transcript/mark sheet or most updated official transcript/mark sheet if not graduated yet in original language and translated into English*,
- Only if applicable: copy of official documentation pertaining specific requirements such as 11-year High School Diploma, US High School Diploma, British Qualifications, International Baccalaureate, National Swedish High School Diploma, students who attended more than one upper secondary education institution (please get in touch with Counsellors for further information)
- English language certificate IELTS 5.0 or equivalent
- Copy of passport
- Payment receipt of Euro 100 application fee

**Alternative accepted languages: Italian, French, Spanish.*

3. SUBMIT THE APPLICATION

You can apply through our DEA, our official online application portal:

admissions.domusacademy.com/dadea/

Please notice that if you are supported by an external educational counsellor your representative will send us directly your application pack.

4. ENROL IN THE PROGRAMME

Upon being offered a place, the student must secure it by submitting the Enrolment Form and a receipt showing the payment of the pre-enrolment fee within official deadline provided in the admission letter; Admissions office will inform students on documents needed for enrolment and matriculation to the course. Domus Academy will assist students for visa application. Non-European students will need to apply for study visa via Universitaly

www.universitaly.it

and will have to check with the Italian Embassy or Consulate of reference for the proper documents needed.

Postgraduate Programmes

Admission process

1. CHECK ENTRY REQUIREMENTS

General entry requirements include:

- **For the 1-Year Academic Master's Programme and for the 2-Year Master of Arts Programme:** holding a first level academic degree (Bachelor's Degree or Academic Diploma) in a field related to the chosen study programme.
- **For the Dual Award Master's Programme:** holding a first level academic degree equal or higher than 2:2 (British undergraduate degree classification). Students holding a Bachelor's Degree lower than 2:2 will be requested to attend an interview with the postgraduate admission panel proving also one year of relevant work experience.

Master's Programmes are also open to students with not related degrees or diplomas, if the applicant is motivated by a research interest towards the programmes' topics.

- **For the 2-Year Master of Arts Programme:** at least 15 years of previous Education

2. PREPARE SUPPORTING DOCUMENTS

The required documents for application are:

- Curriculum vitae/resume
- Artistic and professional portfolio of projects (not mandatory for Master's Programmes in Fashion Management, Luxury Brand Management, Business Design)
- Motivational letter
- *(only for Master of Arts in Design Leadership & Strategy)*
A comprehensive list of academic and/or professional experiences. This list should include brief descriptions of key courses, projects, or thesis work undertaken during your Bachelor's degree, and may include supporting visual materials if available. We would like you to provide us with a detailed explanation of your educational background and significant coursework or projects in a list and/or any related and significant work experience that will make us better understand your potentiality in the field of design leadership and strategy.

- Copy of Bachelor's Degree or Academic Diploma in original language and translated if necessary into English* or official certificate of expected graduation issued by your Institution if not graduated yet
- Copy of Bachelor's Degree or Academic Diploma's official transcript/mark sheet in original language and translated into English* or Diploma Supplement if available or most updated official transcript/mark sheet if not graduated yet (listing subjects and exams, with corresponding number of hours/credits, final grade CGPA or Class if graduated, grading scale)
- Two reference letters only for Dual Award Master's Programmes
- Certificate of English language proficiency (for Academic Master's Programme: IELTS 5.0 or equivalent; for Dual Award Master's Programme: IELTS 5.5 overall and 5.5 in every single part or equivalent)
- Copy of passport
- Payment receipt of Euro 100 application fee

**Alternative accepted languages: Italian, French, Spanish.*

3. SUBMIT THE APPLICATION

You can apply through our DEA, our official online application portal:

admissions.domusacademy.com/dadea/

Please notice that if you are supported by an external educational counselor your representative will send us directly your application pack.

4. ENROL IN THE PROGRAMME

Upon being offered a place, the student must secure it by submitting the **Enrolment Form** and a receipt showing the payment of the pre-enrolment fee within official deadline provided in the admission letter.

Admissions office will inform students about documents needed for enrolment and matriculation to the course. Domus Academy will assist students for visa application. **Non-European students** will need to apply for study visa via Universitaly (www.universitaly.it) and will have to check with the Italian Embassy or Consulate of reference for the proper documents needed.

Student services

Domus Academy offers a wide range of services to help students optimise their educational experience and maximise their talent and potential.

HOUSING SERVICE

Domus Academy is committed to support students in finding an appropriate accommodation for their stay in Milan through special agreements with housing providers. Find more information at www.domusacademy.com/housing-services

DESIGN LAB

The Domus Academy Design Lab is open to students so they can work on models and projects that are required as part of their programme's coursework. The Lab is equipped with hi-tech machines and tools and a wide range of materials, giving students the resources they need to make their ideas a reality.

FASHION LAB

Students in the Fashion Design programme can use the Fashion Lab to make models and prototypes. Fully equipped with sewing machines, mannequins, irons, sewing tables and other tools, as well as different kinds of leather and fabric, the Lab is where student designs take shape.

LIBRARY

Domus Academy students have access to a superb library that houses more than 15.000 books and magazines covering subject areas including design, architecture, fashion and business. The library also provides the students the access to important online databases related to the subject areas they study.

STUDENT WELLBEING

Individual Counselling Psychological Desk

The two services are aimed at facilitating students in dealing with specific moments in their personal lives and thus leading to a more serene experience at the Academy. Both are free services that can take place in person on campus or remotely and offer a series of meetings (50 minutes duration each) and a possible induction to an external therapeutic path.

In details, the INDIVIDUAL COUNSELLING is a confidential space, managed by a professional Counselor, where the student can deal with the difficulties that might emerge in various areas of life. The meetings are held in remote modality.

Contact: counseling@domusacademy.it

The PSYCHOLOGICAL DESK is managed by a team of psychologists and psychotherapists with different specializations able to provide support in facing different forms of psychological discomfort and suffering. Access to the psychological desk can occur both spontaneously at the very moment in which the student perceives the difficulty (even in an emergency situation) and by appointment agreed via email between the student and the psychologist/ psychotherapist.

The desk is available from Monday to Friday from 10 am to 1 pm at Building E, first floor.

Contact: well.desk@naba-da.com



Domus Academy is part of the following associations:



Domus Academy is part of Galileo Global Education, a leading international provider of higher education with an offer that spans from applied arts, fashion, design and digital/Internet to business and medicine. Through its network of 54 schools, the group is present in over 91 campuses in 13 countries around the world and has over 170,000 enrolled students.

It is Europe's largest higher education group, in terms of both geographical spread and breadth of course offering. Galileo Global Education's mission is to be the world education leader in innovation, creativity, arts and culture – one of the most promising higher education segments over the short and long term, everywhere in the world.

The information in this prospectus relating to study programmes is correct at the time of publishing and every attempt is made to ensure its accuracy.

However, it may be necessary for the school to make some changes to the information presented following publication – for example, in order to deliver the very highest quality programmes, courses are constantly reviewed to ensure an up-to-date curriculum. In making any such changes, the school will aim to keep changes to the minimum necessary to achieve the required quality of experience.

www.domusacademy.com