



DOMUS ACADEMY
MILANO

AY 26-27

Bachelor of Arts in

FASHION DESIGN



About Domus Academy



Three words that I would use to describe Domus Academy would be multicultural, collaborative, and multi-faceted.

Mary Murphy - Alumna September 2022 – USA

I think Domus Academy is design-driven, for sure, and collaborative, because the students of Domus Academy come from all over the world as well as the teachers and the faculty and we enjoy learning about new cultures. It is a creative and unique environment.

Madhura Avinash - Alumna November 2022 - India

Domus Academy has been inspiring due to the numerous opportunities for discovery and the chance to connect closely with various companies.

Begüm Şardan - Alumna March 2019 - Turkey

The moment I started Domus Academy, I immediately found myself welcomed into a dynamic and inspiring environment. I am grateful to have been part of Domus Academy family, an inspiring multi-cultural environment that gives free space to creativity in all its forms!

Rita Rivezzi – Alumna November 2021 – Italy

Awards and recognitions

SCHOOL 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)



WORLD BRAND
DESIGN SOCIETY

STUDENT AWARDS

- 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, Sevval 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



Why Domus Academy

A place for Envisioners

The school develops future leaders by encouraging creativity and innovation.

Cross-knowledge profiles

The curriculum blends deep expertise with broad, interdisciplinary skills.

Real international environment

The school offers a global, collaborative setting for interdisciplinary design work.

Unique experience and Career opportunities

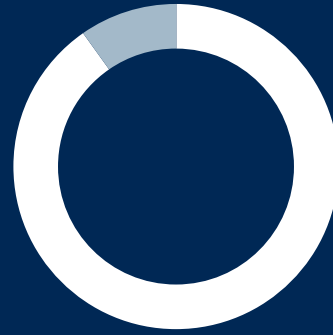
Students gain diverse learning experiences and strong industry connections, leading to high job placement.

Iconic design school in the Design Capital

Iconic undergraduate and postgraduate fashion and design school in the fashion and design capital of Milan.

Facts and Figures

40+ / year
COMPANIES
COLLABORATIONS



91%

Certified Employability Rate
one year after diploma

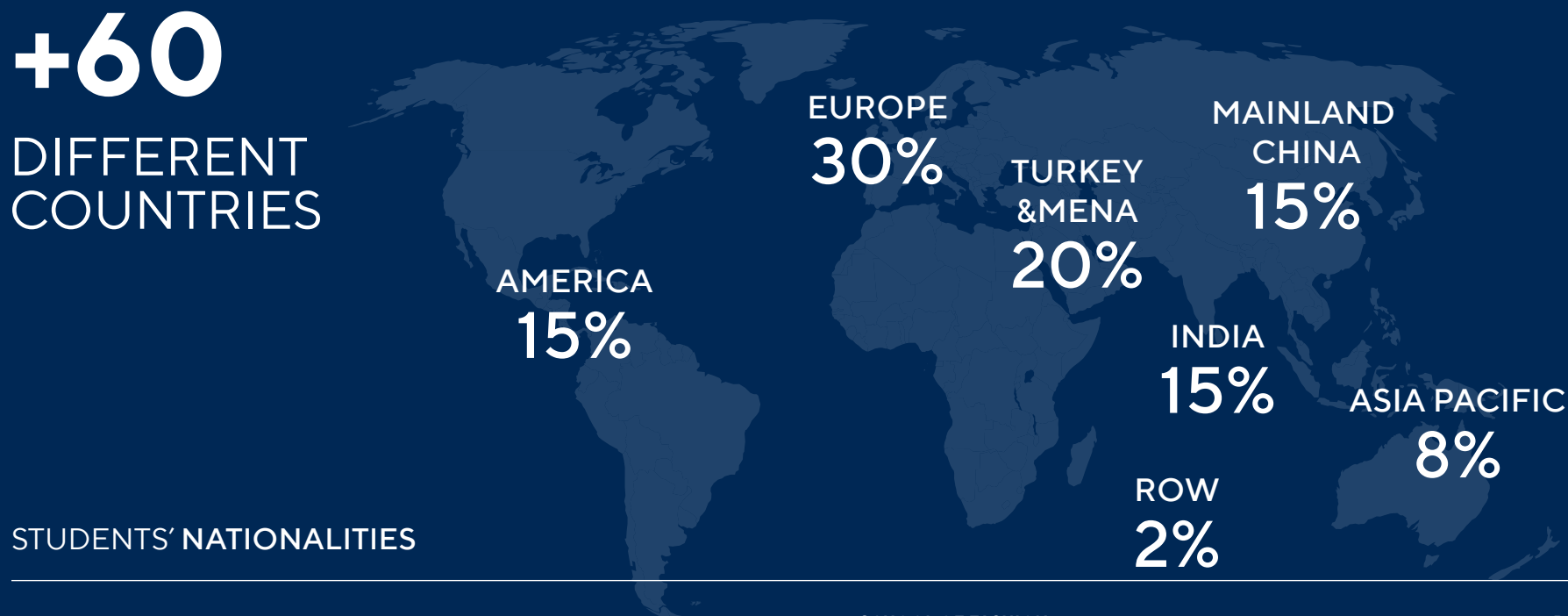
Source: Doxa 2025



100%

Internship / Project Learning Experience

+60
DIFFERENT
COUNTRIES



STUDENTS' NATIONALITIES

Milan, Design & Fashion Capital



Design is part of the fabric of Milan. From the city's fashion tradition to its new role as a startup 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's hard to remain unmoved or detached from all the cultural, social and business activities afoot. It follows that there is no better place to pursue a design education.

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, Driade, 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.

Course Leader



Gianfranco Olivotto

Course Leader Bachelor of Arts in Fashion Design

“The Bachelor of Arts in Fashion Design of Domus Academy embraces fashion’s diverse essence, blending creativity with craftsmanship. It prepares students to innovate and take the lead in introducing sustainable practices in the dynamic world of fashion”

After earning his bachelor’s degree in modern languages and literatures at the University of Catania, Gianfranco Olivotto moved to London, where he worked as a visual merchandiser for the Benetton Group. Back in Italy, he worked on projects with Dolce & Gabbana, Mantero Seta, and Juicy Couture. In 2000, Olivotto worked on the launch of Neil Barrett’s first collection and then served as head of the company’s public relations and press department until 2004.

In 2005, Olivotto co-founded a visual merchandising and branding agency that worked with fashion brands such as La Perla, Ralph Lauren, Borsalino, John Varvatos, developing the projects related to retail and visual communication. In 2012, Olivotto joined Domus Academy as Programme Leader of the Master in Fashion Design and Master in Fashion Styling & Visual Merchandising.

BACHELOR OF ARTS IN *Fashion Design*

Discover Design, become the Designer of Tomorrow

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.

Embracing Fashion's Multifaceted Essence.

Fashion is a dynamic and complex global industry, deeply intertwined with historical and social contexts that shape personal and cultural values.

At Domus Academy, the Fashion Design undergraduate programme embraces this diversity, preparing students to become versatile and creative professionals.

Considering the current evolution of the fashion design system, the programme nurtures creativity, managerial skills, and expertise in product development.

Graduates will become creative 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/ professional learning experiences, a thesis workshop, and a final project.



Specialisation tracks

To address the diverse interests and career aspirations of students, the Bachelor of Arts in Fashion Design offers various specialised tracks within the programme.

These specialised tracks provide a practical dimension that aligns with the demands of the professional world, support students in pursuing their inclinations and interests, and prepares them for successful careers across various facets of the fashion industry.

Textile and Accessory Design

Delving into all stages of designing clothing and accessory collections with the aim of creating unique and contemporary products.

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.

Fashion & Luxury Management

Gaining knowledge 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.

Fashion Product Development

Providing interdisciplinary knowledge on how a fashion product is developed for production, industrialisation, and distribution, with a specific focus on textile and production techniques.

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.

Bachelor of Arts in Fashion Design



DURATION: 3 years

TITLE: First-Level Academic Degree

ACCREDITATION:
Italian Ministry for University and Research (MUR)

CREDITS: 180 CFA/ECTS

LANGUAGE: English

INTAKE: 1st October 2026

ENTRY REQUIREMENTS:

- Valid Secondary School Diploma and at least 12 years of previous Education
- English IELTS 5.0 or equivalent

LEARNING METHODOLOGY:
Lessons, Workshops, Labs, Boot camps, Critical Thinking Sessions, Internship/Project Learning Experience, Thesis Workshop, Final Project.

First Year

T = Theoretical
T/P = Theoretical/practical

SEMESTER I

Course	CFA	Type
HISTORY OF MODERN ART	6	T
Modern and Contemporary Art	6	
PROJECT METHODOLOGY	12	T/P
Research Methodology	6	
Drawing Tools	6	
PROJECT CULTURE 1	8	T/P
Textile Narratives	4	
Pattern Making	4	
Mandatory IT Training Activities	4	T/P
TOTAL CREDITS SEMESTER I	30	

SEMESTER II

Course	CFA	Type
FASHION DESIGN 1	10	T/P
Fashion Drawing	6	
Garment Prototyping	4	
HISTORY OF COSTUME	6	T
Evolution of Fashion System	6	
TEXTILE DESIGN 1	8	T/P
Knitwear and Weaving	4	
Textile Manipulations	4	
Addictional Training Activities	2	
Mandatory Training Activities English	4	T/P
TOTAL CREDITS SEMESTER II	30	

Second Year

T = Theoretical
T/P = Theoretical/practical

SEMESTER III

Course	CFA	Type
FASHION DESIGN 2	6	T/P
Capsule Collection	6	
ACCESSORIES DESIGN	6	T/P
From Concept to Product	6	
PATTERN MAKING	8	T/P
Pattern Prototyping	4	
Digital Patterns	4	
DIGITAL TECHNOLOGIES AND APPLICATIONS	6	T/P
Fashion Digital Tools	6	
Addictional Training Activities	4	
TOTAL CREDITS SEMESTER III	30	

Second Year

T = Theoretical
T/P = Theoretical/practical

SEMESTER IV

Course	CFA	Type
ART SEMIOTICS	6	T
Signs and Symbols in Fashion	6	
MULTIMEDIA DESIGN	4	T/P
Fashion Footage	4	

1 Specialisation Course to be chosen by the student:

FASHION DESIGN 3 – Textile & Accessory Design	6	T/P
Clothing & Accessory Design	6	
FASHION DESIGN 3 – Fashion & Luxury Management	6	T/P
Branding and Marketing Strategy	6	
FASHION DESIGN 3 – Fashion Product Development	6	T/P
Manufacturing Planning	6	

SEMESTER IV

Course	CFA	Type
1 Specialisation Course to be chosen by the student:		
TEXTILE DESIGN 2 – Textile & Accessory Design	8	T/P
Textile Technology Applications	4	
Accessory Materials	4	
TEXTILE DESIGN 2 – Fashion & Luxury Management	8	T/P
Distribution Systems and Value Chain	4	
Product Category and Merchand. Planning	4	
TEXTILE DESIGN 2 – Fashion Product Development	8	T/P
Product Innovation and Sustainability	4	
Fabric Printing	4	

1 Course to be chosen by the student:

MULTIMEDIA LANGUAGES	6	T/P
Editorial Styling	6	
ILLUSTRATION	6	T/P
Fashion Illustration	6	

TOTAL CREDITS SEMESTER IV 30

Third Year

T = Theoretical
T/P = Theoretical/practical

SEMESTER V

Course	CFA	Type
PHENOMENOLOGY OF CONTEMPORARY ARTS	6	T
Digital Arts	6	
1 Specialisation Course to be chosen by the student:		
FASHION DESIGN 4 - Textile & Accessory Design	12	T/P
Identity Collection	6	
Model Creation	6	
FASHION DESIGN 4 - Fashion & Luxury Management	12	T/P
International Market Strategy	6	
Data-Informed Strategic Planning	6	
FASHION DESIGN 4 - Fashion Product Development	12	T/P
Product Lifecycle	6	
Quality Assurance and Fit	6	

SEMESTER V

Course	CFA	Type
1 Course to be chosen by the student:		
DECORATION TECHNIQUES AND TECHNOLOGIES	6	T/P
Digital Decoration Technologies	6	
PERFORMANCE TECHNIQUES FOR VISUAL ARTS	6	T/P
Interactive Exhibits	6	
1 Course to be chosen by the student:		
INTRODUCTION TO CULTURAL MARKETING	6	T
Creative and Cultural Industries	6	
CULTURAL ANTHROPOLOGY	6	T
Urban & Rural Anthropology	6	
TOTAL CREDITS SEMESTER V	30	

Third Year

T = Theoretical
T/P = Theoretical/practical

SEMESTER VI

Course	CFA	Type
CAREER DEVELOPMENT	6	T/P

1 Specialisation Course to be chosen by the student:

AFU: FINAL WORKSHOP – Textile & Accessory Design	12	T/P
Thesis Workshop	6	
Thesis Tutoring	6	
AFU: FINAL WORKSHOP – Fashion & Luxury Management	12	T/P
Thesis Workshop	6	
Thesis Tutoring	6	
AFU: FINAL WORKSHOP – Fashion Product Development	12	T/P
Thesis Workshop	6	
Thesis Tutoring	6	

ADDITIONAL TRAINING ACTIVITIES

Internship/Project Learning Experience	2
Final Project	10

TOTAL CREDITS SEMESTER VI	30
----------------------------------	-----------

Semester I

HISTORY OF MODERN ART

Modern and Contemporary Art

Delving into the evolution of artistic languages

The course offers an exploration of modern and contemporary art, emphasising the development of artistic languages. It aims to provide a deeper understanding of contemporary art phenomena by exploring the progression of artistic expressions. The programme examines diverse contexts and the methods by which images have been created, altered, and consumed, from the Industrial Revolution to the present era of technological and media advancements.

PROJECT METHODOLOGY

Research Methodology

Learning to synthesise comprehensive research visually

This module introduces research methodology for fashion projects. It presents a practical approach in the field of applied arts through the study of observation and visual processing methods and techniques. The focus is on researching and analysing design elements in applied arts, including images, colours, concepts, shapes, and icons. The entire journey will be synthesised into a process book, serving as an inspirational starting point for a potential fashion collection.

Drawing Tools

Visualising fashion products and materials through functional drawings

This practical module explores hand and digital drawing as theoretical and expressive tools to support project development. It covers methods and techniques for representing and visualising ideas, concepts, and products both on the body and in flat technical representations. Through hands-on practices and exercises, students are introduced to fundamental techniques for drawing garments and materials for fashion product presentation and manufacturing.

PROJECT CULTURE 1

Textile Narratives

Analysing textile properties, applications, and productions

This module introduces materials and methods, focusing on the properties, applications, and behaviours of textiles in relation to the three-dimensional form of the body. Through lectures and hands-on activities, the workshop examines the characteristics of textiles, trims and knitted fabrics, enabling students to understand their versatility, performance and storytelling in fashion projects. The course aims to equip students with practical knowledge to support their design activities effectively.

Pattern Making

Creating three-dimensional clothing samples to understand textile fit

Beginning with body evaluation and measurements, this module guides on developing essential three-dimensional clothing prototypes to understand how different textile materials fit and behave. Students learn to create prototypes through laboratory practice, accurately translating design concepts into wearable garments. This enhances their understanding of garment construction and textile manipulation.

Mandatory IT Training Activities

This hands-on course focuses on equipping students with fundamental skills in digital image editing and layout techniques. Through practical training using visual design software, students will gain proficiency in essential editing, compositing, and vector image creation. They will also explore basic typography and page layout methods. By course completion, students will be prepared to handle the technical aspects of more advanced presentations.

Semester II

FASHION DESIGN 1

Fashion Drawing

Conveying projects effectively through drawings

In this module, students will develop a comprehensive visual representation of a fashion collection starting from in-depth research and the creation of inspirational concepts applying the skills achieved. Particular attention will be given to sketching garments, creating technical drawings, and product sheets, as well as digital rendering to best express projects. Through these skills, students will learn to effectively communicate their design ideas and bring their creative visions to life.

Garment Prototyping

Exploring the possibilities of garment construction within pattern making and prototyping

In this module, students will gain hands-on experience in developing patterns, sewing with different materials, and finding specific solutions. Emphasis will be placed on construction techniques and finishing methods to achieve professional-quality garments. Students will engage in practical exercises to refine their technical skills and creative approaches to garment creation. By the end of the workshop, each student is required to produce and present a personal project of a complete outfit, showcasing their ability to integrate the techniques and concepts learned during the lessons.

HISTORY OF COSTUME

Evolution of Fashion System

Examining the evolution and production of fashion across history, anthropology and socio-economic influences

The course explores how clothing communicates across societies over time, examining the origins of fashion and distinguishing it from costume. It investigates the socio-economic factors driving the emergence and development of fashion, covering topics such as dresses, accessories, hairstyling, makeup, and silhouette studies. Emphasis is placed on understanding the evolution of the fashion system, including its current distribution and production. Students analyse the aesthetic ideals of each historical period within its socio-cultural context to gain a deeper appreciation of the evolution of the fashion system.

TEXTILE DESIGN 1

Knitwear and Weaving

Experiencing both traditional and contemporary techniques of textile creation

The workshop explores the intricate artistry of textile creation through both theoretical insights and practical application. This module investigates the nuances of knitting and weaving, offering hands-on experience with various tools and techniques essential to the craft. Students will learn to manipulate fibres, master the use of knitting needles, and develop proficiency in traditional and contemporary weaving methods. Emphasising both creativity and technical skill, the course equips students with the expertise needed to design and produce innovative knitwear and woven textiles for the fashion industry.

Textile Manipulations

Experimenting with fabric manipulation and dyeing techniques

This module introduces students to the diverse characteristics of textile materials through both theoretical study and practical exercises. It equips them with technical and design skills for textile manipulation and fabric dyeing. Students will experiment with various techniques and processes to alter and shape raw materials into desired forms or properties, specifically for fashion projects.

Additional Training Activities

Students are required to participate in and report on interdisciplinary conferences and seminars, extracurricular activities and productions, professional design projects, project-based learning experiences, and international exchanges and projects.

Mandatory Training Activities English

This English language course aims to enhance essential skills through a structured approach that covers various aspects of the language, including grammar, vocabulary, reading and listening comprehension, and writing. Students will have the opportunity to develop effective communication skills and gain greater confidence in using English in professional and academic contexts. The course includes practical and interactive activities to reinforce learning and foster a deeper engagement of students.

Semester III

FASHION DESIGN 2

Capsule Collection

Constructing a clothing line

In this workshop, students will design a complete fashion collection, starting from concept definition and progressing to final outfits. Given a theme, they will create inspirational and collection mood boards, which will then be translated into fashion sketches and professional technical drawings. The workshop covers material selection and technical specifications, guiding students in bringing their designs to life. Through lectures and critiques, students will refine their projects by defining garment shapes, choosing suitable materials, and producing patterns. The workshop concludes with the final manufacturing of canvas prototypes selected from the capsule collection.

ACCESSORIES DESIGN

From Concept to Product

Experimenting with diverse techniques and artisanal solutions to develop accessories

This module explores the importance of market dynamics related to accessory collections through lectures and collaborative activities. Students will learn methods for conducting identity and iconographic research, essential for developing accessory projects tailored to specific brands and markets. Emphasis is placed on experimenting with techniques and artisanal solutions to design unique products. By the end of the workshop, students will have the skills to research, design, and produce accessory collections that align with market demands and brand identity.

PATTERN MAKING

Pattern Prototyping

Learning manual pattern making and prototyping

This module focuses on manual pattern making, teaching students to create complex handmade pattern templates and prototypes. Conducted in a laboratory setting, students will engage in hands-on learning, covering all manufacturing phases from initial drawing to final prototyping. The goal is for students to become self-sufficient in managing product development, understanding material consumption, and mastering various manufacturing techniques, including draping.

Digital Patterns

Mastering digital pattern creation

In this practical module, students will learn to use digital tools for pattern making, with a specific focus on fashion computer-aided design software. The coursework covers the development and application of digital pattern templates, aiming to equip students with the skills to effectively create and manage patterns using advanced digital tools by the end of the course.

DIGITAL TECHNOLOGIES AND APPLICATIONS

Fashion Digital Tools

Learning essential digital tools for fashion

This course equips students with essential techniques to master digital tools in the fashion industry. The module covers digital graphic rendering and photo post-production, focusing on their applications in fashion. Students will learn to use industry-standard design software to enhance their digital design skills.

Additional Training Activities

Students are required to participate in and report on interdisciplinary conferences and seminars, extracurricular activities and productions, professional design projects, project-based learning experiences, and international exchanges and projects.

Semester IV

ART SEMIOTICS

Signs and Symbols in Fashion

Analysing fashion communication: semiotics and media interaction

This course examines the communication processes in fashion, analysing and deconstructing them through various semiotic approaches, including structuralist, interpretative, and generative methods. Emphasising theoretical study, the programme also explores the interaction between fashion and other media. Students will undertake individual research projects based on the topics covered, enhancing their understanding of signs and symbols in the fashion industry.

MULTIMEDIA DESIGN

Fashion Footage

Developing a visual communication project

This workshop offers an in-depth exploration of visual communication across various media, including fashion film, web, and digital communication. Through lectures, fashion video screenings, and case history analysis, the course examines visual communication tools and their dissemination across different channels. At the end of the course, students will develop a branded visual communication strategy, integrating their learning into practical applications.

1 Specialisation Course to be chosen by the student:

FASHION DESIGN 3 – Textile & Accessory Design

Clothing & Accessory Design

Creating Collections for the Market

In this workshop, students will create a comprehensive collection tailored to a specific market segment. Emphasising the application and refinement of acquired techniques, students will ensure their designs are feasible while critically analysing

and navigating the demands of their chosen segment. The collection development places a significant emphasis on accessories and details, enhancing the overall aesthetic and functionality of the designs which will be represented through a complete look.

FASHION DESIGN 3 – Fashion & Luxury Management

Branding and Marketing Strategy

Designing strategies for fashion branding

This module immerses students in the world of fashion branding, focusing on strategic marketing techniques. Through case studies and practical projects, students will explore the fundamentals of brand identity, consumer behaviour definition, trend analysis, and market positioning. Emphasis is placed on developing cohesive branding strategies that resonate with target audiences and elevate brand perception. By the end of the course, students will possess the skills to craft compelling marketing campaigns, foster brand loyalty, and understand the complexities of the global fashion and luxury marketplace.

FASHION DESIGN 3 – Fashion Product Development

Manufacturing Planning

Defining manufacturing processes and solutions for high-quality production

This practical course examines the complexity of fashion product development with a focus on manufacturing planning. Students will learn to design, plan, execute, and monitor production processes, ensuring efficient and high-quality output. Key aspects include material selection and prototype development. Through practical projects and industry insights, students will gain knowledge in product lifecycle management, supply chain logistics, and quality control. Additionally, they will explore sustainable practices and technological innovations to stay ahead in the dynamic fashion industry.

Semester IV

1 Specialisation Course to be chosen by the student:

TEXTILE DESIGN 2 - Textile & Accessory Design

Textile Technology Applications

Investigating cutting-edge technologies for textiles

This module delves into the advanced applications of textile technology, exploring innovative materials and contemporary manufacturing processes. Students will study the properties and performance of various textiles, focusing on their practical applications for design and production. The module covers topics such as smart textiles, digital printing techniques and sustainable practices. Through hands-on projects and industry case studies, students will gain a deep understanding of how new technology enhances textile design, enabling them to boost creativity and create advanced sustainable textile products.

Accessory Materials

Examining the selection of materials for accessories

In this workshop, students will explore the wide range of materials used in accessory design, from traditional options to contemporary innovations. The module examines the properties, sourcing, and application of materials such as leather, metals, polymers, and sustainable alternatives. Students will be trained in component selection, quality assessment, and the environmental impact of different choices. Practical design projects will allow students to experiment with various materials, developing the skills needed to create unique and functional accessories.

TEXTILE DESIGN 2 - Fashion & Luxury Management

Distribution Systems and Value Chain

Developing logistics and supply chain management for fashion goods

This module explores global logistics, retail strategies, and supply chain management in the context of fashion and luxury goods. Students will examine case studies and participate in simulations to understand the dynamics of distribution channels, optimising efficiency and enhancing market reach. Key topics include inventory management, demand forecasting, and the role of e-commerce. Additionally, they will learn about sustainable distribution practices and the impact of technology on modern supply chains, preparing them to navigate the competitive fashion industry.

Product Category and Merchandising Planning

Defining product assortment and merchandising in fashion

Through practical exercises and real-world applications, students will learn to align product assortments with consumer behaviour and market trends. This professional development session covers the essential processes of fashion outsourcing, including materials and textiles, and defining merchandise categories. Additionally, it addresses pricing strategies, promotional tactics, and visual merchandising techniques. By mastering these skills, students will be equipped to successfully launch textile products in the fashion and luxury sectors, ensuring they meet market demands and achieve commercial success.

TEXTILE DESIGN 2 - Fashion Product Development

Product Innovation and Sustainability

Exploring innovative techniques and sustainable practices in textile design

This module emphasises creative problem-solving and eco-conscious approaches to fabric development, preparing students to contribute to the future of the circular fashion economy by integrating sustainable practices with creative exploration. Through workshops and design challenges, students will experiment with eco-friendly materials, explore novel production techniques, and analyse their environmental impact. The module culminates in a project where students apply their knowledge to create a sustainable textile collection, showcasing their ability to merge creativity with environmental responsibility.

Fabric Printing

Mastering the art of fabric printing

This module covers digital and traditional printing methods, colour theory, pattern development, and practical applications in fashion design. Printing plays a crucial role in the fashion industry, enhancing the uniqueness of collections and catering to various market demands. Through this workshop, students will refine their skills in creating distinctive textile designs, learning how to apply their knowledge of printing techniques to develop innovative and marketable fashion products. By mastering both digital and traditional printing methods, students will be equipped to produce high-quality, original textiles in a competitive fashion landscape.



Semester IV

1 Course to be chosen by the student:

MULTIMEDIA LANGUAGES

Editorial Styling

Gaining experience in fashion shoot scenarios

This workshop explores fundamental methods for interpreting and creating photographic images in fashion. By analysing photographs within their fashion context, students will gain the essential tools and methodologies to create fashion photography projects. Lectures will cover the history of fashion photography for both publishing and commercial use, enhancing students' critical interpretation skills. Practical sessions will focus on planning and executing fashion photo shoots, preparing students for real-world production scenarios.

ILLUSTRATION

Fashion Illustration

Emphasising digital methods for creating a fashion illustration portfolio

This practical course introduces students to the art of fashion illustration, starting with anatomical drawings and various stylisation techniques. Students will explore digital representation methods to develop their personal illustration style. The course covers diverse approaches typical of fashion illustration and introduces essential digital colouring techniques. Through practical projects, students will enhance their artistic illustration skills and create their own fashion illustration portfolios.

Semester V

PHENOMENOLOGY OF CONTEMPORARY ARTS

Digital Arts

Highlighting the intersection of arts and new media

This course explores contemporary visual culture and the complexities of today's visual experiences. Through a combination of lectures and visits to exhibitions, museums, and fashion shows, students will analyse the evolution of visual experiences in the artistic landscape. It covers key movements and influential artists, examines the impact of digital technologies on artistic practices, and analyses how contemporary art reflects and shapes societal changes. Additionally, the course highlights the importance of digital arts, showcasing their role in engaging with diverse audiences to communicate brand and product value.

1 Specialisation Course to be chosen by the student:

FASHION DESIGN 4 - Textile & Accessory Design

Identity Collection

Designing brand identity for a personal collection

This workshop focuses on the creation of an identity collection, guiding students to develop a cohesive and unique fashion line that reflects their personal design aesthetic and identity. Students will explore concept development, market research, and trend analysis to inform their creative design process. Emphasis will be placed on storytelling through fashion, fabric selection, colour palettes, and garment construction techniques. By the end of this practical course, students will have produced a comprehensive collection that showcases their creative vision and

Model Creation

Fine-tuning of fashion model and prototypes

In this module, students will focus on the technical aspects of fashion design, specifically the creation of models and prototypes. This includes pattern making, draping, and garment fitting. Students will learn advanced techniques for translating their design concepts into physical models, ensuring precision and quality in execution. The module also covers the use of digital tools for pattern drafting. Through hands-on practice and iterative development, students will refine their skills in creating professional-grade fashion models ready for production.

FASHION DESIGN 4 - Fashion & Luxury Management

International Market Strategy

Navigating in global fashion and luxury markets

This module covers market analysis, cultural considerations, international marketing approaches, and entry tactics for various regions. Students will gain insights into global consumer behaviour and market trends, preparing them to devise effective plans for entering and expanding in international markets. The final output will include comprehensive market entry plans, customised marketing campaigns, and region-specific strategies that reflect a thorough understanding of cultural nuances and consumer preferences.

Data-Informed Strategic Planning

Learning to use data analytics for strategic decisions

This workshop focuses on using data to inform business strategies, optimise operations, and enhance customer experiences. Students will learn techniques for data collection, analysis, and interpretation, applying insights to develop strategic plans that align with industry trends and consumer preferences. The final output will include comprehensive data-driven business strategies, detailed operational optimisation plans, and enhanced customer experience paradigms, demonstrating students' ability to leverage data effectively to drive business success.

Semester V

FASHION DESIGN 4 – Fashion Product Development

Product Lifecycle

Exploring the entire lifecycle of fashion products

This module covers the stages of product development, including trend forecasting, design, sourcing, production planning, distribution, and eventually final disposal and recycling. Students will gain insights into industry practices and challenges, enabling them to effectively manage timelines, costs, and quality throughout the product lifecycle. They will understand the distinctions among various production methods and understand the concept of Circular Economy.

Quality Assurance and Fit

Mastering the art of ensuring quality and fit in fashion

This module focuses on techniques for quality control, garment testing, and fit evaluation to meet industry standards, certifications, and consumer expectations. Through practical exercises and case studies, students will learn to identify and resolve fit issues, ensuring garments align with design specifications and meet customer satisfaction. The final output will include detailed fit analysis reports and solutions for improving garment performance, equipping students with the skills to ensure high-quality production and gain consumer approval.

1 Course to be chosen by the student:

DECORATION TECHNIQUES AND TECHNOLOGIES

Digital Decoration Technologies

Incorporating decorative elements to garment's aesthetics

This practical course offers an exploration of various decoration techniques and technologies used in the fashion and textile industry. Students will learn traditional methods such as embroidery, appliqué, and beading, as well as contemporary techniques including digital printing, laser cutting, and 3D printing. The module covers the history and evolution of decoration methods, material selection, and the practical application of these techniques. Through hands-on projects, students will develop the skills necessary to apply decoration technologies in their creative processes, enhancing both the aesthetic and functional value of their designs.

PERFORMANCE TECHNIQUES FOR VISUAL ARTS

Interactive Exhibits

Exploring performance and symbolism in fashion

Drawing inspiration from diverse cultural traditions and contemporary practices, this workshop emphasises the role of performance in fashion presentations and shows. It offers a comprehensive pathway for learning, research, and creation, focusing on the symbolic use of the body and space as means of communication and inspiration. Students will engage in physical experimentation and explore the symbolic value of signs and performances through individual or collective projects. The course also includes developing micro-installation projects, potentially to be experimented with an audience.

Semester V

1 Course to be chosen by the student:

INTRODUCTION TO CULTURAL MARKETING

Creative and Cultural Industries

Designing strategies for fostering connection and sustaining engagement

This course provides an essential introduction to creative industries and cultural marketing, focusing on strategies to authentically engage with audiences today. Students will explore how to align brands and products with cultural values and practices to foster genuine connections and enhance long-lasting engagement with people and communities. By examining case studies and industry examples, the course emphasises leveraging cultural insights to create impactful and relevant marketing campaigns that resonate with diverse consumer groups.

CULTURAL ANTHROPOLOGY

Urban & Rural Anthropology

Investigating the interplay between social structures, traditions, and cultural practices

This course explores the complexities of cultural anthropology, focusing on both urban and rural contexts. Students will investigate the social and community structures, traditions, and cultural practices in diverse urban and rural settings. Through lectures, case studies, fieldwork, and discussions, the course examines how cultural dynamics both shape and are shaped by their environments. Emphasis will be placed on understanding the interplay between modernity and tradition, community organisation, and the impact of globalisation. The course aims to deepen students' understanding of the cultural nuances and social dynamics that define urban and rural landscapes, informing their design practice with a people-focused perspective.



Semester VI

CAREER DEVELOPMENT

Equipping students with essential skills for personal career plans

The course equips students with the essential skills and knowledge needed to navigate their professional journeys successfully. It covers key areas such as CV writing, interview techniques, and portfolio building. Through a combination of practical exercises and lectures, students will learn how to effectively promote themselves, identify career opportunities, and build a professional network. Additionally, the course includes sessions on career planning, goal setting, and understanding industry trends to enhance their professional development. By the end of the course, students will have developed a career plan and gained the confidence to pursue their professional aspirations.

1 Specialisation Course to be chosen by the student:

AFU: FINAL WORKSHOP – Textile & Accessory Design

AFU: FINAL WORKSHOP – Fashion & Luxury Management

AFU: FINAL WORKSHOP – Fashion Product Development

Thesis Workshop

Developing and structuring thesis research

The thesis workshop guides students through the process of developing and structuring their final project. It focuses on research methodologies, critical analysis, project development, and academic writing skills. Students will gain knowledge on conducting research, generating insights, defining concepts, and creating a coherent project. Through interactive sessions and peer reviews, students will refine their proposals and advance their thesis projects.

Thesis Tutoring

Providing personalised support from faculty advisors to guide students

In this module, students receive personalised guidance and support from faculty advisors. It offers one-on-one mentoring to address individual challenges and ensure steady progress on the thesis project. Regular feedback sessions will help students refine their work, maintain focus, and achieve academic excellence. This module is designed to assist students in the final stages of their research and project development, ensuring their final thesis meets the highest standards.

ADDITIONAL TRAINING ACTIVITIES

Internship/Project Learning Experience

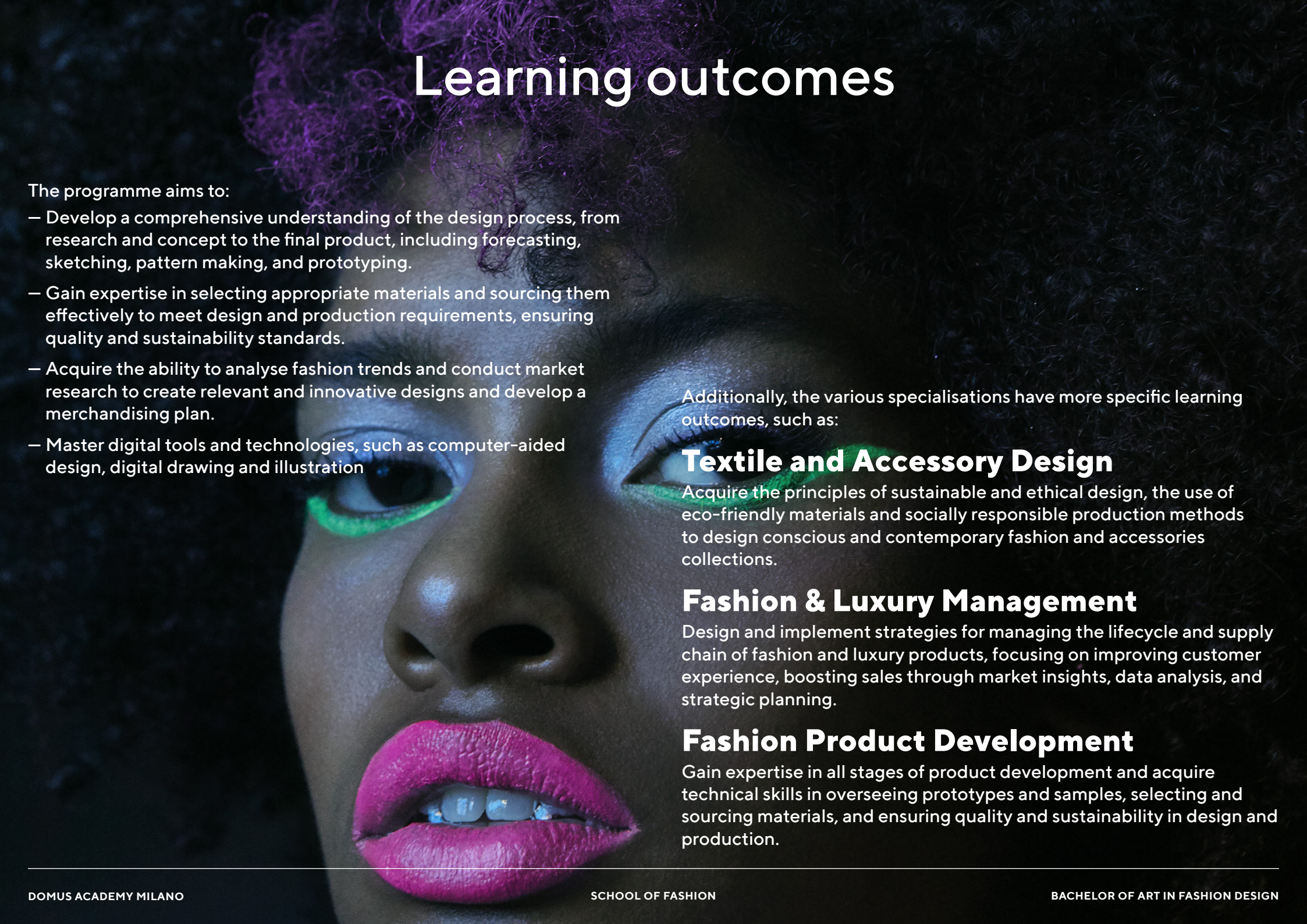
Bridging academic learning and professional practice

This module provides students with practical, hands-on experience through an internship or project-based learning experience. It offers the opportunity to apply theoretical knowledge in real-world settings, working directly with industry professionals or on real-life projects. Students will gain valuable insights into the fashion field, develop practical skills, and enhance their understanding of industry practices. This experience is designed to bridge academic learning with professional exposure, preparing students for future career success.

Final Project

Presenting a comprehensive personal project to an academic committee

The Final Project involves presenting a comprehensive thesis to an academic committee, which will assess the work and assign the final grade. To be eligible, students must have completed all required exams and fulfilled any necessary prerequisites. This pivotal moment showcases the culmination of their academic journey, demonstrating their ability to apply knowledge and skills to a creative project. The final project presentation offers students the opportunity to articulate their findings, defend their work, and receive valuable feedback from the committee for their future careers.



Learning outcomes

The programme aims to:

- Develop a comprehensive understanding of the 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

Additionally, the various specialisations have more specific learning outcomes, such as:

Textile and Accessory Design

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.

Fashion & Luxury Management

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.

Fashion Product Development

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.

Career Opportunities

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

- **Fashion Designers**
- **Fashion Entrepreneurs**
- **Fashion Brand Consultants**
- **Fashion Creative Director**
- **Fashion/Luxury Managers/Consultants**
- **Fashion Product Developers**

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

Textile & Accessory Design:

Accessory Designer, Fashion Designer, Digital Fashion Designer, Textile Designer, Knitwear Designer, Pattern Maker, Creative Director, Sustainable Fashion Designer, Fashion Illustrator.

Fashion & Luxury Management:

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 Consultant.

Fashion Product Development:

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

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

*In the calculation of the twelve years a pre-school year may be considered as long as the programme includes the teaching of reading and writing of the language of the Country and the first elements of arithmetic (Peru, Costa Rica and Venezuela)

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 of total schooling
- US High School Diploma
- British qualifications
- International Baccalaureate
- Students who attended more than one upper secondary education institution

* These are just a few non-exhaustive examples. To receive complete and up-to-date information regarding special requirements for certain qualifications, please contact the school

2. PREPARE SUPPORTING DOCUMENTS

The required documents for application are:

- Personal Statement (specific guidelines in the application form)
- Copy of the higher secondary school diploma or final year school attendance certificate in original language and translation if necessary*
- Copy of the higher secondary school transcripts in original language and translation if necessary*
- If applicable, copy of the final document for the National test or final exam necessary to enter a higher education institution *
- If applicable, copy of the final document for Foundation year (certificate of completion along with transcripts) or further studies at University/Academy level (transcripts and study plan) *
- 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, you 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 you on documents needed for enrolment and matriculation to the course. Domus Academy will assist you 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.

Domus Academy

Founded in Milan in 1982, Domus Academy stands as the school of the magnificent Italian Design Movement, immersing students in the rich legacy of Italian Design and Fashion.

As a forward-thinking hub of design innovation, it fosters a collaborative environment where students tackle future-focused projects.

With its Academic Master Programmes, 2-year Master of Arts Programmes and 3-year Bachelor of Arts Programmes, its international perspective and unique “learning by designing” approach, Domus Academy stands out as a benchmark in education, while investigating innovation and shaping the future of Design transformation.

It is a place where students can discover new realities, boost their careers, and invent professional trajectories aligned with tomorrow’s market demands.



Galileo Global Education, a world leader in independent higher education with 210,000 students, 61 schools and 106 campuses in 18 countries, has placed employability and innovation at the heart of its strategy for 15 years.

Galileo Global Education's mission is to enable everyone, whatever their starting point, to express their potential and develop their employability sustainably through a skills-based pedagogy.

The Group's vision: to shake up the world of Education through innovation, and the hybridisation of disciplines, teaching methods, schools and geographies.

The Group's schools, which specialise in digital, business, design, digital communications, health, arts and culture, share the same vision of higher education: the importance of interdisciplinarity, student support, high-quality training, international culture and professional integration.

Domus Academy is part of the following associations:



Piattaforma
SISTEMA FORMATIVO MODA



ADIMEMBER



DOMUS ACADEMY
MILANO