



# MASTER DESIGN FOR GAMING & VIRTUAL REALITY

MILÃO

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inglês e italiano

# DESIGN FOR GAMING & VIRTUAL REALITY

Tornar-se um designer de jogos e ambientes virtuais com uma nova mentalidade de ponta e multifacetada. Criar e gerenciar todos os aspectos do projeto a partir do conceito, passando pela narrativa e análise de identidade de marca, juntamente com a gênese de todos os ativos 3D de cenários sob medida, como paisagens, objetos interativos, elementos tridimensionais, avatares e design de som usando tecnologias avançadas como jogos baseados em blockchain AR, MR, VR, XR e Web3 como plataformas de marketing. Liberte sua criatividade para gamificar a comunicação.

O mundo dos jogos e design de ambientes virtuais nunca esteve tão cheio de novas oportunidades profissionais. São setores de rápido crescimento que desenvolvem experiências de realidade mista sempre novas, combinando conhecimentos em diferentes campos: design, ilustração, arte, filmes, sons e novas tecnologias emergentes.

Este curso de mestrado é dedicado a mentes criativas com uma abordagem abrangente e inovadora, cujo objetivo é criar e projetar uma experiência completa de jogo e metaverso, graças a profundas habilidades teóricas e técnicas. Os alunos projetarão todo o caminho virtual, criando conteúdo consistente com a identidade e as necessidades da marca. Eles aprenderão a cultura estética da engenharia de design de ativos digitais, além de adquirir um método de design sólido orientado para mídias aumentadas, virtuais e mistas, com também atenção à criação de jogos Web3 para enriquecer ainda mais a vida das pessoas com novas experiências e serviços de marca. Além disso, será dada atenção às habilidades de apresentação visual para a aquisição e gestão de projetos multimídia e de inovação. Além disso, eles combinarão sua atitude tecnológica com o pensamento crítico, considerando os ativos culturais contemporâneos e os impactos nos comportamentos e na psicologia das pessoas.

## FOCO DE APRENDIZAGEM

- Compreender a cultura de design e jogos conectada com a evolução do design digital de ativos 3D.
- Gerenciar a experiência de marca virtual enriquecida por ferramentas de empatia para as pessoas.
- Implementar o potencial dos negócios considerando todo o espectro de oportunidades oferecido por novas mídias, sendo consistente com seu posicionamento.
- Desenvolver uma experiência 3D impactante sob medida no ambiente Web3 para enriquecer a vida dos consumidores através do uso de tecnologias de ponta.
- Transformar jogos e realidade virtual em uma nova mídia concreta para desenvolver mais conexões BtoB.

## POSSÍVEIS CARREIRAS

- Designer de Jogos
- Designer de ativos 3D para Web3
- Designer de RV
- Gerente de ativos digitais 3D
- Diretor de Arte Digital de Jogos

# ABOUT ISTITUTO MARANGONI

Over the past 80 years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design industry. Through an exciting curriculum aimed to develop practical, creative, and business and management skills which are subject specific, and relevant to the international fashion industry, Istituto Marangoni Master's courses prepare students with an elevated and in-depth knowledge and know-how for a successful professional career at various levels in the fields of Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Visual and Multimedia Design, Interior and Product Design, Jewellery Design, Art Management, and Art Curation. There is a strong focus on project-based industry linked methods of study taught by experienced industry specialists and professional practitioners.

## PROGRAMME INFORMATION

### ACADEMIC ACHIEVEMENT

Participants who successfully complete this two-year course will be awarded with a Second Level Academic Diploma. Recognised by MUR (Italian Ministry of University and Research) as an academic diploma equivalent to a university postgraduate level degree, participants will obtain 120 CFA (Crediti Formativi Accademici) equivalent to 120 ECTS

### EDUCATIONAL APPROACH

Istituto Marangoni's academic approach is shaped by the following educational aims:

- Develop a flexible and updated approach to programme delivery and student support which reflect the needs and expectations of all students;
- Provide a supportive and inclusive learning environment which will enable success for all learners;
- Encourage and nurture the development of students' intellectual and imaginative powers, Creativity, independence, critical self-awareness, imagination and soft skills that will enhance Global employment opportunities in all programmes;
- Establish a culture of constant improvement in learning, teaching and assessment that is anticipatory, enabling, supportive, rewarding and fully aligned with the Institutions vision and strategic objectives;
- Provide a learning experience that is informed by research, scholarship, reflective practice and engagement with the industry and the professions.

## **STUDY PLAN**

Semester	Subject Title
S1	Design history and culture
S1	Brand Communication
S2	Technological Innovation
A	Sound design
S1	Rendering
A	Multimedia design
A	Art direction
S2	Theory of perception
S2	Dissertation

### **Programme Aims**

The Master Course in Design for Gaming and Virtual Reality is aimed at students wishing to acquire a new multifaceted mindset to become an Experience Designer, conceiving new opportunities for brands to engage consumers using v-environments as bespoke answers to their new communication needs. For this reason, they will be able to think, design and manage all the aspects of the gaming and virtual experience: concept, analysis of brand strategy and brief, creation of the virtual narratives with a full range of landscapes, interactive objects, tridimensional elements, avatars and sound design using ultimate technologies like AR, MR, VR, XR and Web3 blockchain-based gaming as the ultimate marketing platforms.

### **Curriculum**

Diving into gaming and virtual environments design has never been so full of new professional opportunities. They are fast growing industries which develop ever new mixed-reality experiences blending knowledge in different fields: design, illustration, art, films, sounds and new emerging technologies. This Master course is dedicated to creative minds with an innovative comprehensive approach whose aim is to conceive and design the whole gaming and metaverse experience thanks to deep theoretical and technical skills. They will design the entire virtual path creating contents consistent with brand identity and needs. They will learn the aesthetic culture of digital assets design engineering as well as acquiring a solid design method oriented towards augmented, virtual and mixed media with also attention to the creation of Web3 gaming to enrich even more people's life with new brand experiences and services. Additionally, attention will be placed on visual presentation skills for the acquisition and management of multimedia and innovation projects. Furthermore, they will combine their technological attitude with critical thinking, considering contemporary cultural assets and impacts on people's behaviors and psychology



## **Final Project:**

The final project assesses the competences acquired by the student, his/her maturity in the methodologic approach and the acquisition of the relevant technical and cultural tools; this will translate into a final work that will show evidence of all aspects and steps that are part of the candidates' educational path. It will consist in the development of a work that will demonstrate a concrete application of the theoretical and cultural studies undertaken, as well as a critical approach towards primary and secondary research on a free-choice topic.

## **LEARNING OUTCOMES**

### **Educational Outcomes**

Students who attend Programmes at Postgraduate level, on successful completion of their course of study, will be able to:

- Select and define a research topic and implement a research plan using appropriate methodologies – within their specialist field of study;
- Demonstrate a high degree of professionalism characterised by initiative, creativity, motivation and self-management;
- Express ideas effectively and communicate information appropriately and accurately using a range of media including ICT;
- Develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives;
- Manage their professional development reflecting on progress and taking appropriate action;
- Find, evaluate, synthesise and use information from a variety of sources;
- Articulate an awareness of the social and community contexts within their disciplinary field;
- Exercise initiative and personal responsibility in the work environment;
- Continue as a researcher in an academic or commercial setting and have the potential to extend the bounds of knowledge in their chosen field;

### **Programme-Specific Learning Outcomes**

Students who successfully complete this specific Programme shall be able to:

- Understand design and gaming culture connected with 3D assets digital design evolution.
- Manage the virtual brand experience enriched by empathetic tools for people.
- Implement businesses' potential by considering the full spectrum of opportunities offered by new media, being consistent with their positioning.

- Develop powerful 3D bespoke experience in Web3 environment.
- Transform gaming and virtual reality into a new concrete media where develop more BtoB connections

## **TEACHING AND LEARNING METHODS**

Course teaching methods are based around a wide variety of formats, such as frontal lectures, workshops, seminars, case studies and self-directed study: experienced professionals and visiting specialist Lecturers (industry professionals) make valuable contributions and enrich the learning experience of all students.

### **Self-Directed Study**

This plays a major role in the programme, as students are expected to spend time researching and analysing subject matters independently to support and substantiate taught material.

### **Frontal Lectures**

An integral part of the programme - with formal delivery of subject-specific contents to the whole cohort of students. At this level it is expected that students will use the lectures as a stimulus for further study/reading.

### **Seminars**

Used to build on themes that are connected to the contents part of the Study Plan. Students are encouraged to make an active contribution by sharing in the argument and debate, while expressing their views.

### **Case Studies**

A detailed discussion and in-depth analysis of real-life situations and existing Brands - to substantiate and assess concrete examples of contents and theories studies in class.

### **Workshop / Laboratory / Practical Sessions**

Used to enable and nurture the creative and practical skill development of the student in an environment which simulates what happens in the industry.  
to bridge the gap between course completion and entering the world of work.

### **Team Work**

Requires students to operate as a member of a group or team and they usually have clearly identified roles. The emphasis is on collective responsibility,

individual responsibility to the group and joint decision-making.

### **Study Trips (when applicable)**

An exciting opportunity to enhance the students' learning path and consolidate their understanding of specific-subject contents. If assessment is dependent on information collected whilst undertaking the study trip, the trip would be considered mandatory. The cost of study trips can be either the responsibility of the student or on occasion included in the annual study fee. If the visit is within the city students pay for public transport.

### **CAREER SERVICE**

The purpose of the Istituto Marangoni Career service is

Monitoring, guidance and counselling activities are organised throughout the academic year. The careers service organises various activities including seminars and round table discussions with fashion professionals, HR managers and head-hunter agencies on specific topics such as future career paths, personal research methods and job profiles. Individual meetings are also arranged to assist with CV preparation, revise portfolios and encourage students to talk about their career goals and expectations.

### **Course Specific Admission Requirements**

Admission is based on the reasonable expectation that the student will be able to fulfil the objectives of the programme and achieve the standard required for the award. Admission requirements are listed below. Candidates must have a sufficient command of the English or the chosen language of the course to be able to meet the requirements of the programme in every respect. When considering the suitability of an applicant for a place on the programme the Admissions team will usually take the following factors into account:

- three years degree or equivalent;
- the applicant's qualifications; t
- he information given in supporting academic references;
- the applicant's personal statement;
- a portfolio of work (if appropriate to the subject).

The Admissions Manager coordinates and supports the subject specific Programme Leader and the Director of Education in dealing with interviews and portfolio assessments (where appropriate). (Admission requirements are subject to change in order to comply with entry requirement regulations).



## **STUDENT SUPPORT STRATEGY**

A dedicated Student Support Officer is available for all students on the programme. For academic counselling, Student Support Officers will liaise with tutors and programme leaders to offer practical advice to resolve specific academic difficulties. A written record of these tutorials will be kept in the student's file for reference and to assist in the monitoring of student progress. For matters of pastoral care the Student Support Officers will help in:

- Finding their way around;
- Managing their time;
- Dealing with stress;
- Getting the best from their course;
- Understanding and applying the school's rules;
- Anything else the officers can advise on.

One-to-one appointments may be made by phone, in person (by contacting reception) or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.