



# MASTER PRODUCT DESIGN

**LONDRES**

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inglês

# PRODUCT DESIGN

A estrutura do programa garante que os alunos tenham a oportunidade de se desenvolver como cidadãos globais responsáveis por meio da prática contemporânea de design de produtos, evidenciada com um currículo bem elaborado e relevante para o setor. O programa de mestrado é ministrado por meio de uma equipe de profissionais acadêmicos e de estúdio altamente qualificada, além de mentores convidados do setor. Os alunos também têm a oportunidade de participar de projetos colaborativos globais dentro de suas áreas especializadas de estudo.

O programa de mestrado em Product Design combina abordagens teóricas com investigações práticas por meio de um diálogo entre a teoria e a prática. **O programa oferece aos alunos um ambiente de aprendizagem acadêmica altamente informado e amplo, desafiando a ética do design, a pesquisa e a prática em nível global.** Ao longo do programa de **15 meses**, os alunos conhecerão estratégias de design experimentais e práticas, considerando cenários de pensamento de design novos e emergentes na prática contemporânea de design de produtos. Os alunos também são encorajados a avaliar o papel da prática contemporânea de design de produtos e o papel do designer de produtos como um todo dentro de um ambiente de design complexo e em constante mudança.

Cada unidade é ministrada por meio de uma série de palestras, tutoriais, seminários e viagens de campo. Além disso, para apoiar a experiência geral de aprendizagem dos alunos, o suporte especializado é fornecido por técnicos de design no laboratório de design, laboratório digital, laboratório de materiais e estúdio de fotografia.

## FOCO DE APRENDIZAGEM

- Desenvolver uma consciência crítica das principais teorias e práticas de design contemporâneo de produtos, considerando abordagens éticas em relação a cenários de design novos e emergentes.
- A articulação de ideias complexas e inovadoras, considerando impactos ambientais, sociais, econômicos e políticos.
- Trabalhando de forma colaborativa dentro de grupos de colegas para formular, projetar e testar novas teorias, processos e práticas.
- Desenvolvimento profissional no campo da prática contemporânea de design de produtos, por meio da compreensão das complexidades do papel do design de produtos no século XXI.
- Análise de problemas e cenários críticos de resolução de problemas dentro de um resumo do projeto do cliente.
- Pesquisa, análise, reflexão e teste de cenários de design por meio de uma dissertação baseada em teoria ou prática.

## POSSÍVEIS CARREIRAS

- Tornar-se um designer de produtos profissional
- Estabelecer sua própria prática de design
- Colaborar com outros profissionais de design
- Fornecer detalhamento CAD profissional, renderização e habilidades de prototipagem 3D
- Desenvolver propostas de design de produtos para instituições de caridade globais, empresas sociais e ONGs
- Realizar pesquisas críticas dentro de sistemas de pensamento de design de produtos e prática
- Progredir ainda mais em programas acadêmicos de PhD ou MPhil



# ABOUT ISTITUTO MARANGONI

Istituto Marangoni has more than eighty years of experience in educating highly skilled future design professionals. During this time, we have built outstanding international networks within the fashion and design industries and have expanded to comprise 11 schools in 9 prime city locations, across 4 continents. Istituto Marangoni provides an outstanding, internationally recognised educational experience that responds to the evolving demands and requirements of tomorrow's industry professionals. Our ethos as a school embraces the creative synergies that evolve constantly between the refined professionalism of the Italian luxury sector, the rebellious and provocative innovation of the London cultural arts and design scene, and the nuanced global perspectives offered by our international student and tutor body.

This is a distinctive characteristic that offers unique opportunities to make a positive local and global impact. We are exceptionally well-placed to understand diverse international contexts, opportunities and challenges and the potential of design to influence meaningful change. With a strong emphasis on creativity and imagination, as well as professional standards, we apply our philosophy to the role and influence that design may have in driving positive change for the whole Earth community. The creative industries are under scrutiny as never before, as the environmental and social impacts of its operations have become clear. New kinds of product design practitioners are needed, who are able to think critically, creatively, and collaboratively, with the holistic understanding, vision and skills that will enable the product design industry to transition to a responsible and regenerative future.

## PROGRAMME INFORMATION

### ACADEMIC ACHIEVEMENT

#### **Regent's University London**

Validado pela Regent's University London

### KEY THEMES

- Research, critical debates, and ethical design processes within contemporary product design

- New and emerging design thinking strategies including regenerative approaches towards contemporary product design practice
- Responsible approaches towards material selection and manufacturing processes for the contemporary product design industry
- Creative problem analysis and problem-solving scenarios
- Connection between theory and practice in product design

The MA Product Design programme is offered to students wishing to pursue further studies within contemporary product design. The programme is structured to ensure that students are equipped with knowledge and skills in research, practice, critical analysis, new and emerging design thinking strategies, individual and collaborative projects, material selection, manufacturing processes, state of the art software and ethical design practice as a whole. Within the programme structure, research and practical design skills are supported through developing ideas in rendering, CAD detailing, 3D modelling, prototyping and AR/VR applications.

### **CAREER PROGRESSION**

- Being able to think critically and decisively
- Becoming a professional product designer
- Establishing own design practice
- Collaborating with other design practitioners
- Developing new design thinking strategies
- Providing professional CAD detailing, 3D rendering, 3D prototyping and AR/VR skills
- Developing collaborative projects with global entities
- Undertaking critical research within product design thinking systems and practice
- Progressing further onto PhD or MPhil academic programmes

### **Programme aims**

To engage in experimental and practical design strategies, considering new and emerging design thinking scenarios considering current and future developments within contemporary product design. Students are encouraged to assess the role of contemporary product design practice and the role of the product designer as a whole within an ever-changing, complex design environment.

### **Programme objectives:**

- To develop a critical awareness of key theories and practices within

contemporary product design, considering ethical approaches towards new and emerging design scenarios.

- The articulation of complex and innovative ideas, considering environmental, social, economic, and political impacts.
- Working collaboratively within peer groups to formulate, design and test new, theories, processes, and practice.
- Professional development within the field of contemporary product design practice, through understanding the complexities within the role of product design in the 21st century.
- Problem analysis and critical problem-solving scenarios within a client project brief.
- Research, analysis, reflection and testing design scenarios through a theory or practice-based dissertation.

## **LEARNING OUTCOMES**

- Appraise and synthesise current debates that are the forefront of social, environmental, and economic sustainability to inform own practice (Knowledge, applications)
- Integrate a holistic understanding of different disciplinary theories, concepts, and their applications in the development of responsible product design practices. (Knowledge, applications)
- Demonstrate originality and creativity in the practical application of new and established techniques of research and enquiry, to create and interpret knowledge within the discipline of product design. (Research, applications)
- Develop effective working relationships using teamwork and leadership skills, recognising and respecting different perspectives. (Collaboration)
- Find, evaluate, synthesise, and use relevant information from a variety of sources. (Research, sourcing information, applications)
- Express ideas persuasively and communicate information appropriately and accurately using a range of relevant media and/or technologies. (Communication)
- Critically reflect on one's own and/or others' values, perceptions, and practices, reflecting on progress and taking appropriate action, in a process of continuous personal and professional development. (Critical thinking, empirical learning)
- Creatively employ advanced knowledge, techniques, and tools appropriate to the discipline of interior design. (Skills in disciplinary field)

- Anticipate the potential impacts of decision making at local level and further afield, assessing the consequences of actions and managing risk and uncertainty. (Ability to anticipate impacts)
- Manage complex issues both creatively and systematically, make sound judgements in the absence of complete data, and communicate conclusions effectively to specialist and non-specialist audiences. (Decision-making)
- Relate self-direction and originality to tackling and solving problems, acting autonomously in planning and implementing tasks at a professional or equivalent level. (Professionalism)

## **COURSE STRUCTURE**

The MA Product Design programme, is completed over a duration of five terms, broken down into the following

Units:

Term 1: Contemporary Product Design Practice

Term 1: Materials & Processes for Product Design Term 2. Client Project

Term 3. Creative Design Project for Product Design

Terms 1. & 2: Contextual and Cultural Studies

Terms 2. & 3: Research Methods

Term 4. Professional Development

Term 5. Dissertation

TERM 1	TERM 2	TERM 3	TERM 4	TERM 5
Contemporary Product Design Practice	Client Project	Creative Design Project for Product Design	Professional Development	Dissertation
Materials & Processes for Product Design	Research Methods (Theory) Research Methods (Application)			
Contextual and Cultural Studies				
Elective Subjects: New Technologies OR Artisanal Innovation OR Sustainable Business Models				

## **TEACHING AND LEARNING METHODS**

The learning and teaching strategy adopted for this programme relates to the Regent's Hallmark Pedagogy as well as internal IM Learning and Teaching Strategy which comprises the below areas:

- A personalised student experience including individual and group projects
- Self-study and peer study groups
- Interactive and inclusive learning including debates, discussions, field trips, guest speakers, library resources, design lab, digital lab, material lab activities
- Focus on student individuality, skills, and attributes through assessable components
- Developing professional practice skills, cultural awareness, research, and practice through new and emerging design thinking scenarios to emerge as global design citizens

The MA Product Design programme combines theoretical approaches with practical investigations through a constant dialogue between theory and practice. The programme is taught by an international team of lecturers, researchers, design practitioners and industry professionals. This combination of expertise provides students with a highly informed and broad academic learning environment, challenging design ethics, research, and practice on an international level.

### **Term 1. 'Contemporary Product Design Practice' and 'Materials & Processes for Product Design'**

During Term 1., students will study two units concurrently in addition to 'Contextual and Cultural Studies'. The unit 'Contemporary Product Design Practice' focuses on new and emerging design thinking scenarios considering the values of contemporary product design practice and the role of the product designer in the 21st century. Specialist subject tutors will deliver this unit through lectures, seminars, invited guest speakers and field trips. Students will also be assigned peer study groups and 1-1 tutorials. The 'Materials & Processes for Product Design' unit focuses on the importance of materiality, process and practice considering new and regenerative solutions for future social, economic, and environmental solutions in design. The unit will consist of lectures, seminars, field trips, 1-1 tutorials, self-study and workshop participation in the design lab, material lab and digital lab to investigate new and emerging digital processes and materials. In addition to 'Contemporary Product Design', students will select an elective subject from the 'Contextual and Cultural Studies' unit undertaken by all MA programmes across Terms 1. and 2. These elective subjects include either 'New Technologies', 'Sustainable Business Models' or 'Artisanal Innovation'.



## **Term 2. 'Client Project' and 'Research Methods' (Theory)**

In Term 2. students have the opportunity to work with a real-life client to fully understand the nuances and demands of a specific project brief, (including budget and timeframe) when designing for a specified client. This could be for a commercial or residential project where students will be required to interpret the client's needs, the end-user and a regenerative approach towards product design including materiality and process, green design elements (such as biomimicry, clean air systems etc.) through independent research, lectures, field trips and seminars in addition to 1-1 tutorials and guest lectures. Students will be required to present their final design solutions to their group peers, the client, subject tutor, unit leader and programme leader. Peer evaluation will also be considered in the final presentation of the students' work. In addition to 'Contemporary Product Design Practice', students will select an elective subject from the 'Contextual and Cultural Studies' unit undertaken by all MA programmes across Terms 1. and 2. These elective subjects include either 'New Technologies', 'Sustainable Business Models' or 'Artisanal Innovation'. Students will study Research Methods concurrently in Terms 2. and 3, with lectures and seminars on research theory in Term 2 and 1-1 tutorials and group tutorials in Term 3. as they develop and refine the research proposals for their dissertation projects, beginning in Term 5.

## **Term 3. 'Creative Design Project for Product Design' and Research Methods (Tutorials)**

In the unit 'Creative Design Project for Product Design', students will reflect on previous learnings in Terms 1. and 2. to focus on a self-directed project focusing on a specific area of contemporary product design research and practice. This self-directed project will be negotiated with their unit leader and subject tutor where students are encouraged to work independently in addition to 1-1 tutorials, practical workshops and invited guest speakers. Within this self-directed project, students are required to consider design values (purpose), end user, positive impacts as a result of this project (social, environmental, community etc.) materiality and processes and to analyse and communicate final design outcomes to peer group and subject tutor, unit leader and programme leader. Students will study Research Methods concurrently in Terms 2. and 3., with lectures and seminars on research theory in Term 2 and 1-1 tutorials and group tutorials in Term 3 as students develop and refine the research proposals for their dissertation projects, beginning in Term 5.

## **Term 4. 'Professional Development'**

The 'Professional Development' unit encourages students to either undertake an industry placement with a product design practice in London, or to participate in

an 'alternative industry project' selected by their programme leader or unit leader.

### **Term 5. Dissertation**

In the final term, Term 5., students are required to undertake self-directed study in their dissertation which can be either a theory based or practice-based research project. Students will be allocated a specialised supervisor for the duration of the dissertation term, where supervision will be given to students as 1-1 tutorials on campus.

On a postgraduate degree programme, students can usually expect to study 180 credit per level (or year), with no more than 80 credits per term.

### **CAREER SERVICE**

Career Service works to support students and alumni in enhancing their career, employability, and entrepreneurial skills. While working closely with the academic staff and industry partners, Istituto Marangoni provides targeted approaches to career development, starting from year one of students' studies. Recognising the vast importance of this area, the Career Services department has developed a range of informative workshops and annual events to provide advice and guidance for students and alumni. These sessions are organised by the careers team and delivered by internal staff as well as industry guests. Key areas covered include professionalism, industry ready CV and cover letter, interviewing, personal branding, networking, and portfolio presentation. Careers Services staff regularly undertake industry networking initiatives, visits and along with an extensive database provide strong mechanisms for ensuring up-to-date opportunities for placements as well as graduate jobs. Careers Service has introduced an online platform Career Network (SYMPLICITY), ensuring approved placements and jobs are promoted to the existing students and Alumni. Their ability to reach a wide number of students through one digital platform enables them to be a leading School in promoting employability for Istituto Marangoni students, regularly offering competitive opportunities.

### **ADMISSIONS INFORMATION**

Entry requirements for the MA Interior Design programme:

- Copy of a high-school diploma or high school certificates
- A relevant undergraduate qualification: BA (Hons) Design degree with a

- minimum of a 2i PASS grade achieved
- Portfolio submission
- 2 Reference Letters
- Non-native English speakers are required to provide an acceptable proof of their English Language ability.

The English Language test score should be at least B2 on the CEFR level (e.g., IELTS Academic with 6.5 overall, no less than 6 for each element).

## **STUDENT SUPPORT STRATEGY**

Istituto Marangoni provides a range of student support mechanisms which include (but not limited to):

- Admissions: the department provides information about all the programme and study opportunities at Istituto Marangoni, supports and assists applicants throughout all stages of admission from initial enquiry, application to enrolment.
- Academic and Student Services department: the aim is to support and enhance student experience allowing individual growth and success. The department provides pastoral, academic, social and wellbeing support and guidance as well as advice regarding timetables, deadlines, and School regulations.
- Library: the library service aims to deliver a high quality engaging and supportive service for students in support of an outstanding, inspiring, diverse, innovative, and creative educational experience. The service intends to inspire students to discover more about their subjects and other relevant disciplines as well as provide information and materials to support the syllabi for all subjects taught in the School.
- SEN support: it is available to all students with learning disabilities by booking 1-2-1 sessions with the SEN tutor. It devises a Personal Learning Plan, monitors students' progress, and formalises reasonable adjustments.
- Coaching and Mentoring service: it offers 1-2-1 appointments with a professional coach / mentor. The service provides advice, guidance, and encouragement, equips students with problem solving skills / tools, improves self-confidence, encourages reflection, and enhances individual performance.
- Counselling service: the aim of the service is for students to receive immediate professional support as well as set up a safe and healthy path for student journey in a longer term. The service can assist with resilience building, setting up home in London, time and stress management, homesickness, creativity stress, anxiety etc.