CURRICULUM

design
mundo
afora

NABA
NUOVA ACCADEMIA
DI BELLE ARTI

INTERNATIONAL ACADEMY
OF ART & DESIGN

master of arts in
SOCIAL DESIGN

AREA
Design

AREA LEADER
Milan | Rome
Claudio Larcher

COURSE LEADER
Milan
Valentina Dalla Costa

LANGUAGE
Italian - English

CAMPUS
Milan

DEGREE AWARDED
Second Level
Academic Degree

CREDITS
120 CFA

LENGTH
Two years

If focused on social development strategies, design is capable of valorising human and natural resources, driving sustainable innovation, and promoting the empowerment of local communities and social evolution through the activation of micro and macro economies: social design is acquiring an increasingly significant role in the projects of companies and public administrations. The MA in Social Design (Second Level Academic Degree in Design) enables students to understand and to explore new scenarios for practicing design in today's and tomorrow's world.

CAREER OPPORTUNITIES

Social project manager

Communication designer

Product designer

Social designer

Environmental designer

Community designer

Event designer

Strategic planner

Public policy manager

Design consultant

LEARNING OBJECTIVES

To combine the work methodology of design with expertise in the fields of social, cultural and political contexts

To develop projects aimed at the engagement of social communities, at the upgrading of environmental, urban or natural contexts and at dealing with real case-studies

To learn to understand the contemporary social and cultural dynamics, to anticipate their possible future evolutions and to identify innovative design strategies for a sustainable development of the human society

CURRICULUM

COURSES

FIRST YEAR

SEMESTER	COURSES	CFA
1	**Design 1**	12
	Community design	8
	Antropology and sociology	4
1	**Project methodology**	12
	Product design	6
	Communication design	6
1	**History of art**	6
TOTAL CREDITS 1ST SEMESTER		**30**
2	**Design 2**	12
	Environmental design	8
	Ecology and economy	4
2	**Brand design**	12
	Brand strategy	8
	International cooperation	4
2	**History of design**	6
TOTAL CREDITS 2ND SEMESTER		**30**
TOTAL CREDITS FIRST YEAR		**60**

SECOND YEAR

SEMESTER	COURSES	CFA
3	**Design 3**	12
	Social design lab 1	8
	Project management	4
3	**Light design**	6
	2 activities to be chosen by the student:	
3	**Design management**	6
	Additional training activities: erasmus	6
	Additional training activities: academic training/internship	6
	Additional training activities: cross disciplinary workshops, individual projects, conferences	6
TOTAL CREDITS 3RD SEMESTER		**30**
4	**Design 4**	12
	Social design lab 2	8
	Co-design and public policies	4
4	**Art direction**	6
4	**Thesis**	12
TOTAL CREDITS 4TH SEMESTER		**30**
TOTAL CREDITS SECOND YEAR		**60**
TOTAL CREDITS MASTER OF ARTS		**120**

FIRST YEAR

DESIGN 1
This course, through the didactic modules Community design and Anthropology and sociology, approaches the theme of community design, that is design focused on the development of products, spaces, events or services targeted at the community, based on the acquisition of effective methodological tools to research and implement projects, as well as on the investigation of different approaches to the project that come from an anthropological study of the community. Through the supplementary didactic module, the course provides the enhancement of knowledge in the fields of community design and anthropology.

PROJECT METHODOLOGY
The goal of this course is to provide students with the methodological foundations in the most relevant fields of the design practice: designing physical objects and communication systems. The students face articulated design briefs that can lead to the development of highly complex projects, provided the necessary skills have been acquired. The course aims at generating the ability to adapt to different project conditions, and to develop a wide repertoire of cultural, theoretical, and technical tools for the project.

HISTORY OF ART
This course aims at providing a comprehensive overview of the Italian and European history of art, which is the scope of the cultural and aesthetic references behind the history of Italian design, and that conveys meaning to the discipline of Social Design, with particular attention to public art practices.

DESIGN 2
Through the two dedicated modules, the course deals with the theme of environmental design of urban or natural areas, with a strong multidisciplinary approach. In addition, it provides competences in the ecology research in relation to the local and global economic system, on the relation between design and sustainability, on the necessary strategies to be able to mindfully design within the cultural and social context where we live.

BRAND DESIGN

This course deals with the theme of social responsibility applied to the identity of brands, companies, or public institutions, from the point of view of both operational practices and public communication. The first didactic module is committed to the strategies that activate social and cultural networks through project development. The second didactic module goes in-depth on the ethical, regulatory and operational aspects that are typical of the international non-profit cooperation sector.

HISTORY OF DESIGN

The purpose of this course is to provide a comprehensive overview of Italian design throughout the 20th Century and the contemporary age, in the wider context of modern and post-modern history in the western world. Particular attention will be given to co-design and to the social impact of design. The course is based on the identification of links and mutual implications between the role of design and the development of social, cultural and political systems in contemporary history.

SECOND YEAR

DESIGN 3

This course, conceived as a collective Social design lab, is committed to the development of one or more Social Design projects in cultural or entrepreneurial contexts, or within the scope of services to local communities. The project themes aim at defining a proper research and innovation laboratory in the field of Social Design. The course also includes a supplementary didactic module which focuses on the theoretical and strategic aspects related to project management.

LIGHT DESIGN

This course's purpose is to lay the cultural, technical and light engineering foundations of light design, to help the students develop the ability to define the light atmosphere of spaces through the right choice and positioning of light sources. In particular, the course deals with the illumination of public spaces and events.

DESIGN MANAGEMENT

This course aims at providing an articulate overview of the different operational strategies that can be carried out to develop a project in different professional contexts (personal studio and/or collective organisations). Also, it looks at the fundamental tools to understand what a mindful approach to the financial, entrepreneurial and operational aspects of a project means.

DESIGN 4

In this course, conceived as a collective Social design lab, the students develop complex Social Design projects, taking to full ripeness all the necessary competences. The project themes constitute a proper research and innovation laboratory, providing students with the ability to manage the whole design process, from the analysis and study of the context to the conception of the actual project, including the strategies to present and share it in all its phases. The course also includes a supplementary didactic Co-design and public policies module, which make the project elaborate and complete in all its parts.

ART DIRECTION

This course is a contribution, in cultural and operational terms, to Social Design projects from the point of view of visual design, graphic and photographic expression, creation of multimedia works, and digital representation of interiors.

THESIS

The highest point of the didactic path is the final degree project, where the students have to submit and defend their Thesis in front of a Committee, made up by their lecturers and the Course Leader. The Master of Arts' Thesis takes the form of an in-depth research aimed at carrying out a project. The final document is constituted by a presentation of the research and of the final project documents, and aims at proving the critical, design and fulfilment competences acquired by the student over the MA. The development of the Thesis is something that every student carries out individually, independently and in complete autonomy. During the process, each student is supported by at least one Mentor ("Advisor"), who needs to approve the project proposition, guide the student in developing the research and, finally, approve the dissertation of the final Thesis work. The final dissertation is individual. Upon the Course Leader authorisation, the research can start as collective work carried out by a group of students, up to four participants. The final presentation of the project will necessarily be represented by a personal document, and the role of each student needs to be defined since the approval of the project proposal.