

DOMUS ACADEMY
MILANO

AY 26-27

Academic Master's Programme in

DESIGN X AI

How to create AI Product & Services

About Domus Academy



Domus Academy Graduation Ceremony

"Domus Academy for me is a modern Myth where Naiveness awe Complexity (and viceversa) and Rationality embraces Poetics (and viceversa)".

Juan Carlos Viso, Venezuela

"Domus Academy is a melting pot of culture and cultures, of up-coming and established professionals; it is the place where design is not a discipline but a way of seeing things and tackling life".

Giulio Ceppi, Italy

"Domus Academy defined my identity as a designer at the center of chaos, multi-cultural influences and a beautiful country like Italy. One year at Domus Academy pushed my creativity to a higher level".

Sander Brouwer, The Netherlands

"Domus Academy was founded to create differences, heterogeneity, discontinuities, turbolence and leaps".

Isao Hosoe, Japan

Master in Design x AI

How to create AI Product & Services

Artificial Intelligence (AI) is a transformative force reshaping and redefining the landscape of everyday products and services.

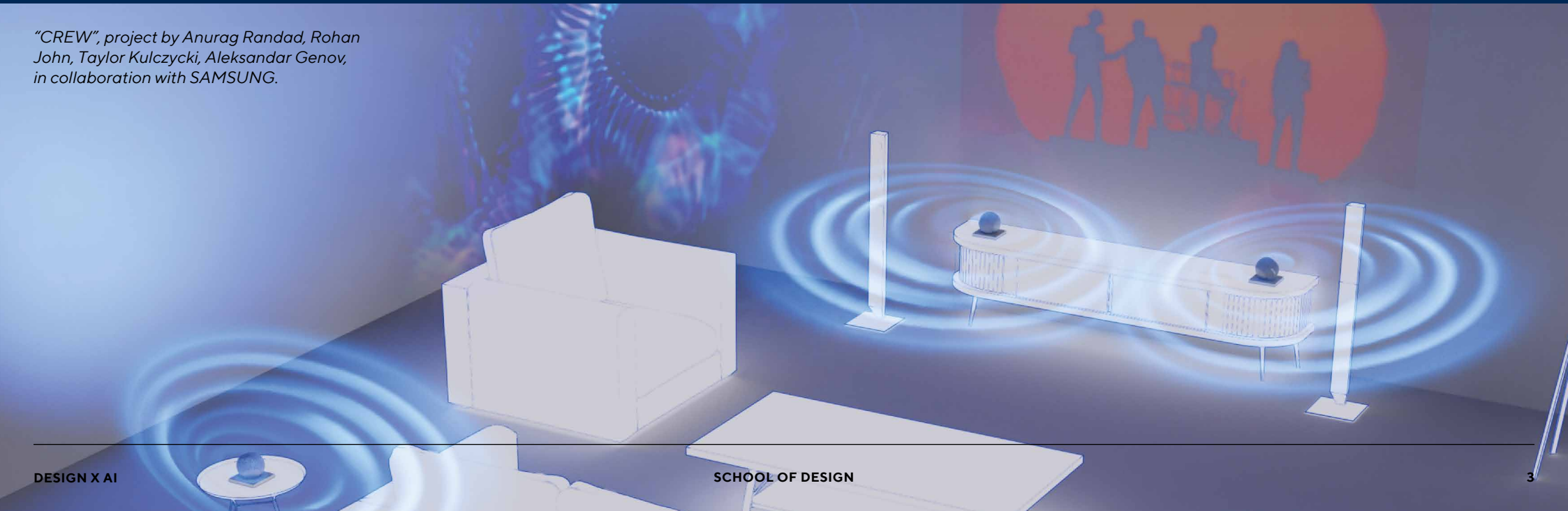
AI systems enable deeper understanding of context and seamless communication, generate experimental content and unlock expressive forms that expand the possibilities of human-machine interaction, anticipate human behaviour, and continuously improve their capabilities and decision-making processes.

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

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

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

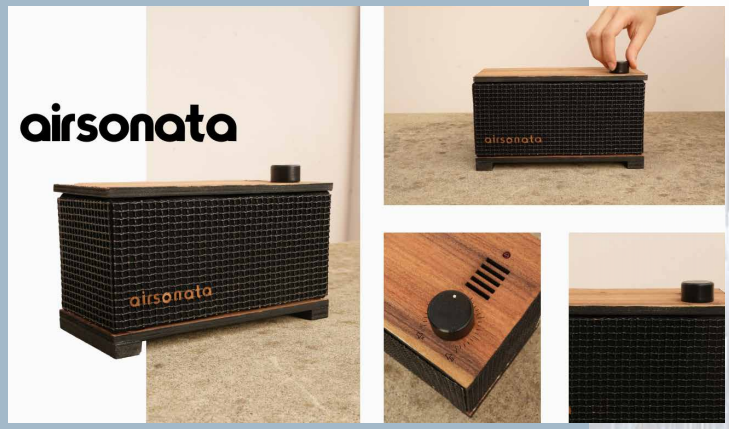
After successfully completing the Master in Design x AI, students will be awarded the first-level Academic Master in Interaction Design.



"CREW", project by Anurag Randad, Rohan John, Taylor Kulczycki, Aleksandar Genov, in collaboration with SAMSUNG.

Learning Outcomes

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





"Airsonata", project by Soumya Gupta, Supparat Thangsitthiworarat, Tanyatorn Charoenchai, Nattida Phattarapadungkit.

DURATION: **11/12 months**

ITALIAN VALIDATION

CREDITS: **60 ECTS**

LANGUAGE: **English**

GRADUATION CEREMONY: **Milan (Italy)**

ALUMNI COMMUNITY: **Domus Academy**

DATES:
SEPTEMBER 2026 INTAKE: from 7th September 2026 to 2nd August 2027
NOVEMBER 2026 INTAKE: from 2nd November 2026 to 12th November 2027
FEBRUARY 2027 INTAKE: from 8th February 2027 to 11th February 2028

Audience

Students and professionals with a background in design and creative technology. Tech enthusiasts who want to deepen their skills and imagination in creating intelligent, human-centered products and services powered by AI.



Career Profiles

Upon completion, you will be prepared to lead the design of AI-augmented experiences across a range of industries.

Equipped to create sustainable and responsible AI products and services, graduates will find opportunities in top tech companies, design studios, and innovation-driven organisations, playing a key role in redefining how people and businesses engage with an AI world.

These professional roles include, but are not limited to:

AI PRODUCT DESIGNER
AI SERVICE DESIGNER
INTERACTION DESIGNER FOR AI
DESIGN STRATEGIST
AI RESEARCHER
INNOVATION DESIGNER

Subjects and Workshops

SUBJECTS

Multimodal Artificial Intelligence
Research methods for AI Design
Designing with AI

WORKSHOPS

Interconnected ecosystems
Embedded & Embodied AI

ELECTIVE WORKSHOPS

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

THE RANGE OF SELECTION VARIES
ACCORDING TO THE STUDENT'S ENTRY INTAKE





Subjects

MULTIMODAL ARTIFICIAL INTELLIGENCE
- SUBJECT

This module offers a comprehensive conceptual and practical framework for designing Multimodal Artificial Intelligence. It explores how advanced AI systems integrate and interpret data from diverse sources, fostering a contextual understanding and enabling more intuitive human interactions.

Multimodal AI is employed to address a wide range of increasingly complex tasks, ranging from visual question-answering and text-to-image generation to video understanding and robotics navigation, ultimately enriching and positively impacting relationships with humans. By leveraging storytelling techniques, participants will learn how to create AI-driven experiences that communicate insights, facilitate engagement, and build trust between users and technology.

The module highlights cutting-edge multimodal AI applications, such as advanced personal assistants, proactive healthcare systems, hyper-personalised shopping experiences, and immersive educational environments, to encourage participants to envision and contribute to the next wave of AI-enhanced interfaces.

RESEARCH METHODS FOR AI DESIGN
- SUBJECT

This module equips students with advanced methodologies and experimental tools to explore the evolving landscape of design research in the age of AI. Spanning approaches from human–computer interaction (HCI) and human–AI interaction (HAI) to more-than-human perspectives, participants critically examine how designers and diverse intelligences—including synthetic ones—co-construct knowledge, interaction models, and new design paradigms.

The curriculum integrates theory and practice to interrogate established metaphors and propose new models for collaboration, communication, and creative partnership between human and non-human agents. Through interdisciplinary inquiry, participants investigate how the presence of AI can reframe research questions, disrupt linear processes, and catalyse novel forms of interaction, research, and sense-making. The module fosters the skills required to navigate, critique, and actively shape the evolving relationship between designer and AI, laying a foundation for responsible, imaginative, and impactful design research that embraces the provocative, the unexpected, and moves beyond purely utilitarian solutions.

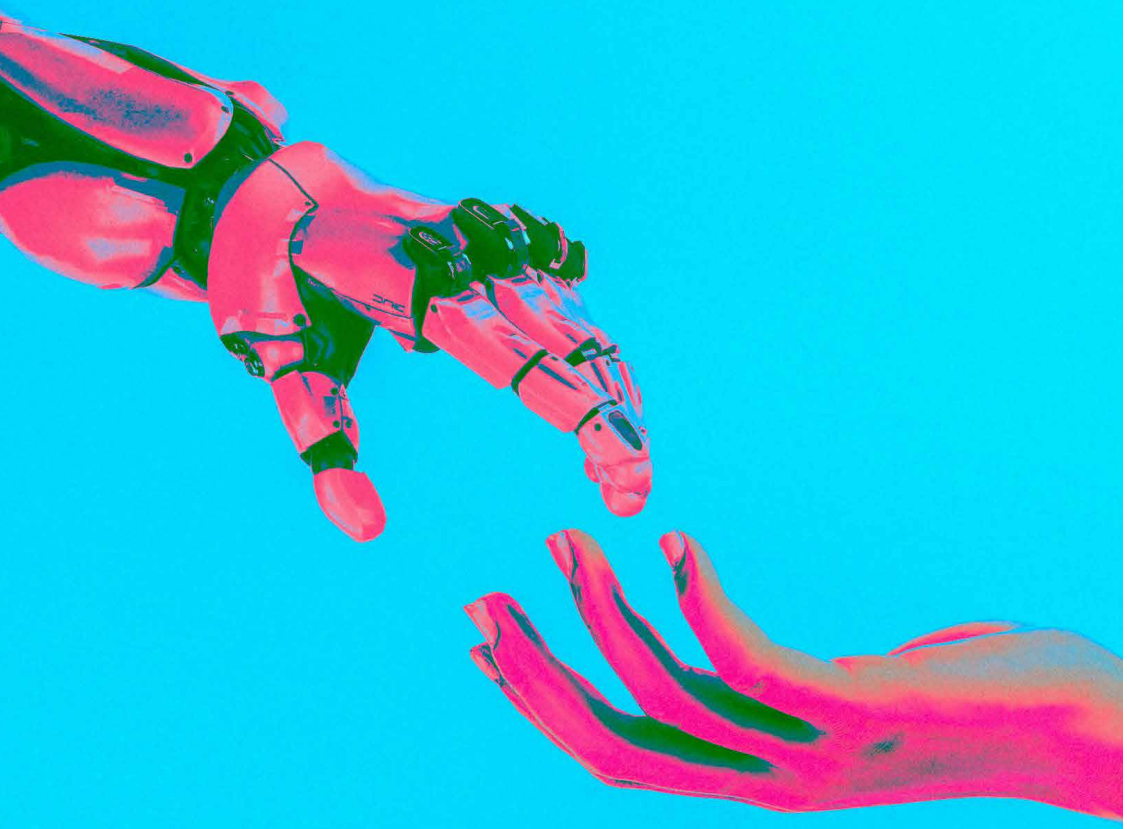
DESIGNING WITH AI
- SUBJECT

The module immerses students in the foundational principles and theories of designing AI-driven experiences, exploring the historical evolution, emerging trends, ethical implications, and overall sustainability of products and services enhanced by Artificial Intelligence. You will discover how AI enables objects and devices to dynamically learn from data usage, proactively engage with humans, and evolve over time, resulting in hyper-personalised experiences and products that continuously adapt to human needs, requests, and behaviours.

The module explores key aspects of AI fields, including natural language processing, computer vision, and speech recognition, to give participants an overview of the capabilities contributing to AI systems' intelligent behaviour.

Real-world examples and case studies from diverse sectors, including home automation, healthcare, wearables, and smart cities, provide practical insights. These applications showcase AI's transformative role in advanced products and services, offering students a nuanced understanding of its applications, foregrounding its impact across different industries.

Workshops



INTERCONNECTED ECOSYSTEMS - WORKSHOP

The studio-based workshop engages participants in envisioning an AI-enhanced ecosystem, emphasising devices that intelligently adapt to human behaviour and changing contexts. They proactively learn from past experiences and anticipate human interactions to improve their functionalities and optimise system performance.

This hands-on experience involves exploring real-world scenarios and applying design principles to create novel systems capable of proactive learning and adaptation through AI.

Through collaborative activities, you will gain practical insights into how these ever-connected systems can evolve functionalities from past interactions and anticipate human dynamics.

Participants develop the skills to conceptualise and design AI ecosystems that seamlessly integrate with human behaviours and adapt to the dynamic nature of our interconnected world.

EMBEDDED & EMBODIED AI - WORKSHOP

This studio-based workshop offers hands-on experience in embedded and embodied interaction for AI. The focus is on designing interactions with AI-enhanced systems that move beyond screens and interaction flows, engaging users on sensory and physical levels to enrich human experiences with the environment through connected products and services.

You will explore the social dynamics and collaborative opportunities that arise when AI enhances and amplifies multi-user interactions within interconnected systems. Through conceptualising and prototyping AI products and services, participants will develop a comprehensive understanding of the complex relationship between AI systems and human interaction.

The workshop explores the transformative potential of embedded and embodied AI, equipping students to help shape the future of AI products. Emphasis is placed on integrating responsible AI practices and sustainability into the design process, ensuring that these systems create positive impacts for both society and the environment.

Master's Structure

SUBJECTS

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

WORKSHOPS

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

PROFESSIONAL ACCELERATOR ACTIVITIES

These activities are designed to enhance your professional profile while raising awareness of emerging job trends and market opportunities. They focus on equipping you with the essential skills to craft a strong professional identity, and provide practical engagement with the professional world through mock interviews, expert-led presentations, and networking opportunities with industry leaders.

The programme also includes **Disrupting Patterns Talks**—a series of monthly talks featuring pivotal figures from the Design, Fashion, and Business worlds—and **Connecting the Dots**, where some of our prominent alumni take the stage to share their professional journeys.

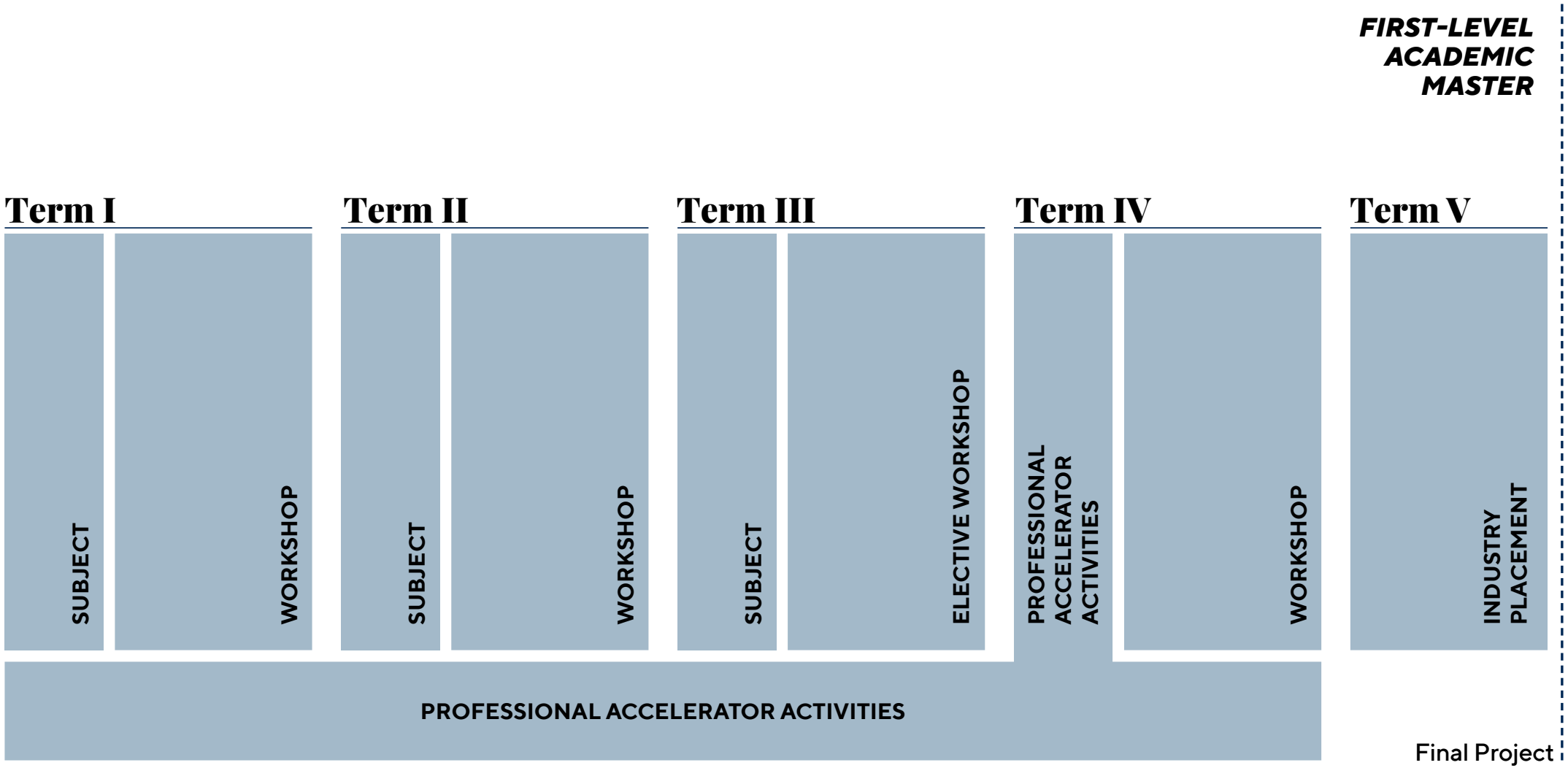
INDUSTRY PLACEMENT

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

FINAL PROJECT

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

Master's Structure



Methodology

Our teaching approach is based on workshops developed in collaboration with innovative and renowned companies and addressing specific research themes.

In the development of the projects you are supported by lectures aimed at broadening your knowledge on the specific investigation theme, inviting designers, researchers, stakeholders and representatives of **companies** to present your work and ideas as a link between the specific disciplinary perspective and the broader cultural/economic context.

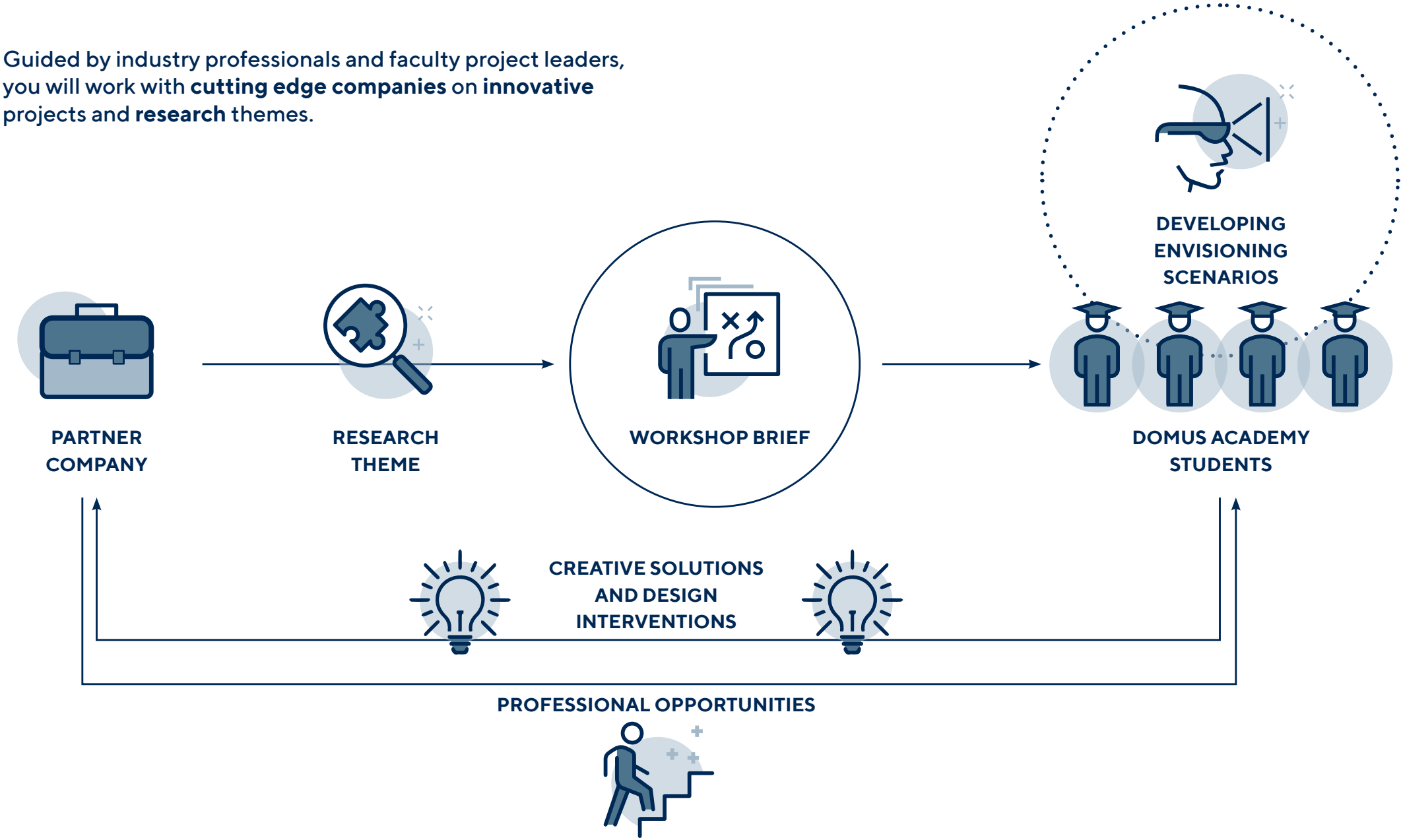
Based on a **cross-disciplinary** methodology, each workshop can involve students from **different Master's Programmes** working on diverse aspects of the same research issue.

The workshop culminates in a **final presentation** to the faculty and invited company representatives and professionals.



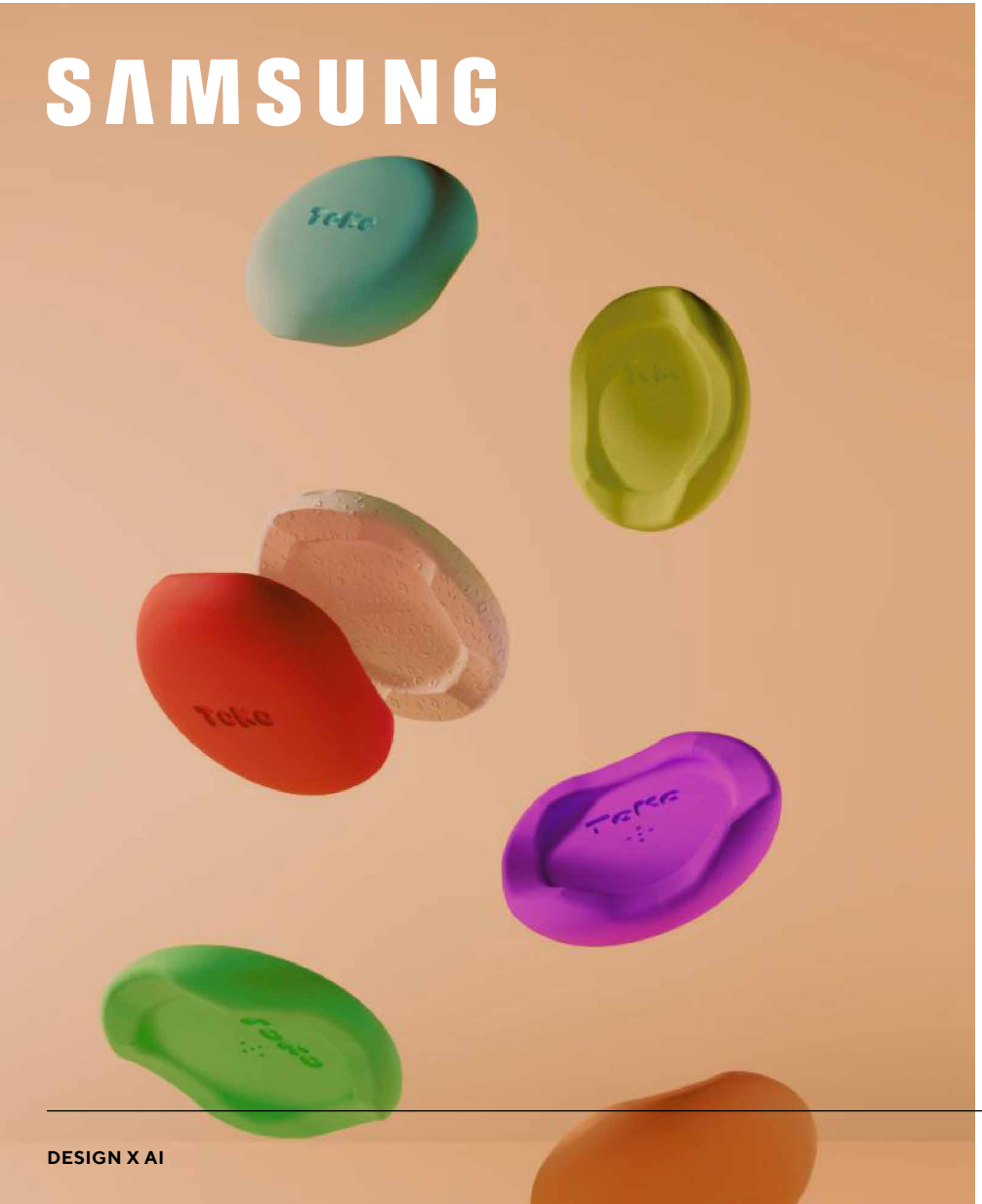
Workshop: from Concept to Creation

Guided by industry professionals and faculty project leaders, you will work with **cutting edge companies** on **innovative** projects and **research** themes.



Companies and Projects

Projects related to AI have been developed in collaboration with: LG, Samsung, Accenture Song, Adobe, Canon, Cisco, Fujitsu, Mattel, McKinsey Design, MIT Mobile Experience Lab, Motorola, Nokia, Technogym.



"ToKo: Play Freely, Imagine Endlessly!", project by Nita Mariam Kurian Ipe, Martin Rojas Prieto, Diego López Mesa, Berra Bayraktar. In collaboration with SAMSUNG.

Enter the enchanting world of ToKo— an AI-powered play companion that listens, learns, and responds through light, sound, and movement-based interactions. Designed for children aged 3 to 6, ToKo enhances open-ended play by unlocking the magic of play and fueling the power of imagination through responsive, multisensory engagement. Born from the challenge of merging GenAI with open-ended play, ToKo empowers children to express creativity in limitless ways. Whether worn, placed on objects, or connected with others, it reacts intuitively to movement, speech, and play context. Built with ethical care and data privacy, ToKo redefines how play can be immersive, magical, and child-led.



Admission Process

1. CHECK ENTRY REQUIREMENTS

General entry requirements include:

- **holding a first level academic degree (Bachelor's Degree or Academic Diploma) in a field related to the chosen study programme*.**

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

2. PREPARE SUPPORTING DOCUMENTS

The required documents for application are:

- **Curriculum vitae**
- **Copy of Bachelor's Degree or Academic Diploma in original language and translation if necessary* or official certificate of expected Graduation issued by the Institution**
- **Copy of Bachelor's Degree or Academic Diploma's official transcript / mark sheet in original language and translation if necessary* (listing subjects and exams, with corresponding number of hours / credits) or most updated official transcript / mark sheet if not graduated yet**
- **Certificate of English language proficiency IELTS 5.0 or equivalent**
- **Motivational letter**
- **Copy of passport**
- **Application fee of €100**
- **Portfolio of projects (not mandatory but welcome as an additional material)**

*Accepted languages: Italian, English, French, Spanish

3. SUBMIT THE APPLICATION

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

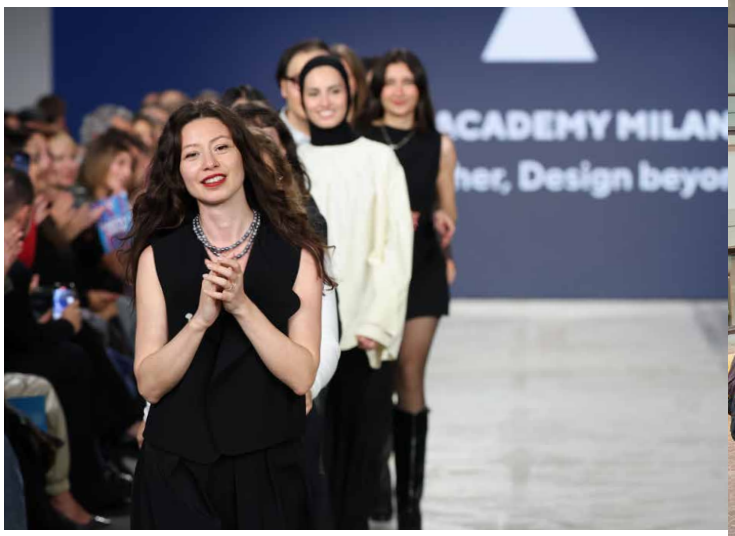
admissions.domusacademy.com/dadea/

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

4. ENROL IN THE PROGRAMME

Upon being offered a place, 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 about documents needed for enrolment and matriculation to the course. Domus Academy will assist you for visa application. If you are non-European student, you will need to apply for study visa via Universitaly and check with the Italian Embassy or Consulate of reference for the proper documents needed.

Why Domus Academy







A PLACE FOR ENVISIONERS

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

CROSS-KNOWLEDGE PROFILES

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

REAL INTERNATIONAL ENVIRONMENT

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

UNIQUE EXPERIENCE & CAREER OPPORTUNITIES

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

ICONIC DESIGN SCHOOL IN THE DESIGN CAPITAL

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

Awards and recognitions

SCHOOL AWARDS

- Selected by **Calibre** as one of the Best Fashion Schools 2026
- Recognised as one of the world's top 30 schools by **CEOWorld Magazine**
- Included in the top 3% of universities globally by **QS World University Rankings** by Subject 2026
- Included in **THE Impact Rankings**
- Included in **UI GreenMetric**, the ranking of the world's most sustainable universities
- Selected by **Azure Magazine** as Top 8 Interior Design and Interaction Design Schools
- Listed by **Domus Magazine** as one of Europe's Top 100 Schools of Architecture and Design
- Listed as one of the Best Design Schools in the World by **BusinessWeek**
- **Compasso d'Oro** Award by the ADI, Associazione Disegno Industriale (Industrial Design Association)

STUDENT AWARDS

- 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

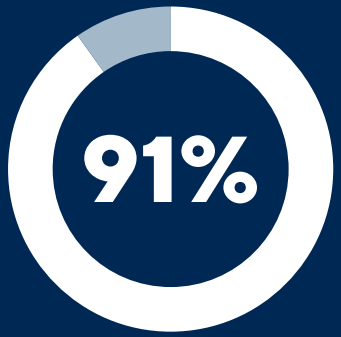
Projects by Domus Academy alumni have been recognised worldwide since the school's foundation in 1982; here we highlight a selection of the most recent awards.

Facts and Figures

Source: Doxa 2025



Internship / Project Learning Experience



Certified Employability Rate one year after diploma



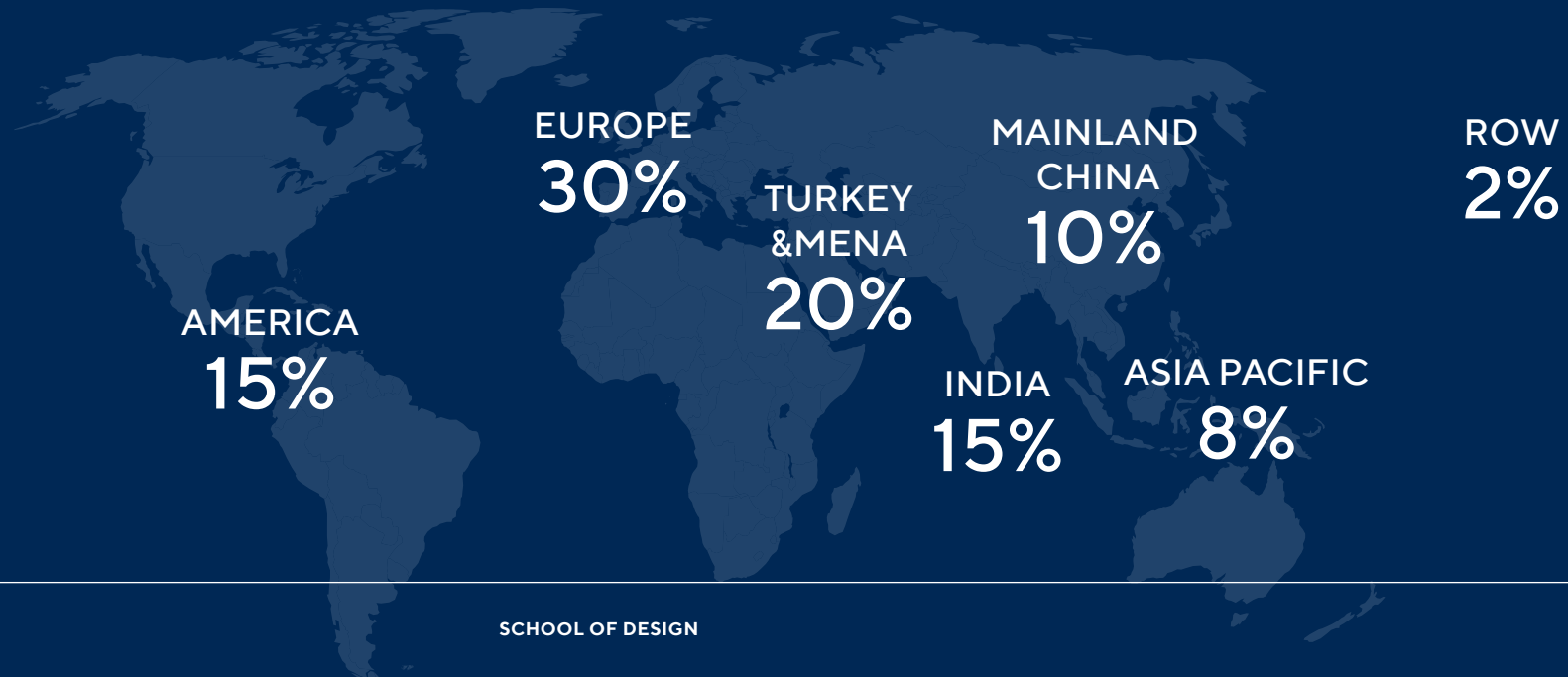


PAYBACK PERIOD



COMPANIES COLLABORATIONS **+40**/year

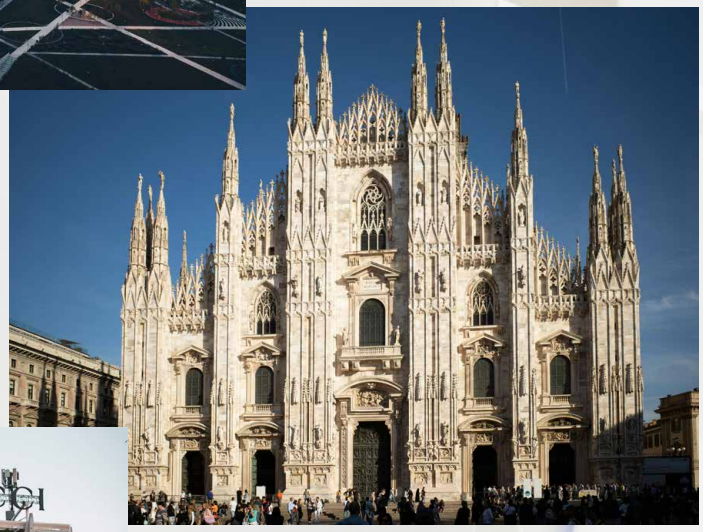
+60
Different Countries



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.



Galileo Global Education™

Domus Academy is part of 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 employabilitý 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

Cumulus Association

ADIMEMBER



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