

Academic Master's Programme and Dual Award Master's Programme in **VISUAL BRAND DESIGN**

September 1th 2025

November 6th 2025

February 1th 2026

The Academic Master's Programme path consists of 4 modules (course + workshop) plus 1 module including a professional experience and a Final Project.

The Dual Award Master's Programme path includes additional dedicated modules, as the 6th module related to the Final Major Project.

THEORETICAL COURSES

Storytelling &
Visual Narratives
Visual Cultures
Personal Branding
Professional Accelerator
Activities

CORE WORKSHOPS

Identity Design
Product Strategy

ELECTIVE WORKSHOP

One to be chosen among:
Digital Communication
Strategic Brand Management
Entrepreneurship through
Design
Experience Design
Retail & Visual Merchandising
Service Design
Experience Design
Service Design

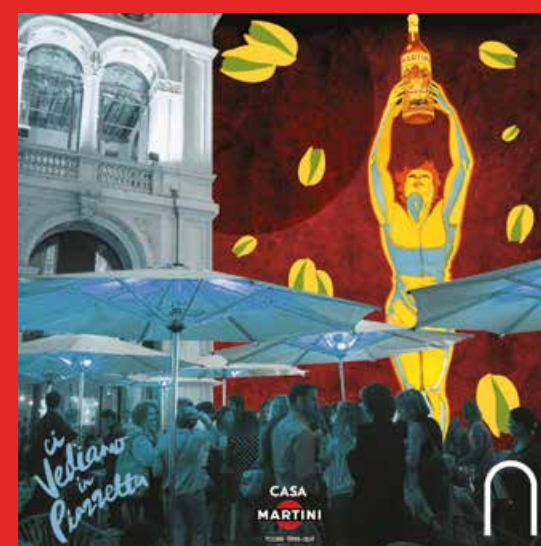
CI VEDIAMO IN
PIAZZETTA by Pitch
Phoomsawat, Julia
Gracjana Piotrowska,
Casey Doran Lewis,
Lalitha Kanthasamy in
collaboration with Casa
Martini

Mixing creativity, graphic design and strategy, visionary branding starts with understanding the values of a company and culminates not just in the ability to convey meaningful stories, but takes the viewer to the edge and to the unexpected with an innovative, disruptive approach that combines an exciting visual representation and bespoke tone of voice, to build a memorable and lasting relationship with the public.

The Master in Visual Brand Design focuses on identifying the core values of a company and its future needs, to create communication strategies and promotional campaigns that will attract the attention of a specific audience. Students will be trained to pinpoint the identity of a given brand, cultivate a deep understanding of its products and services and master different marketing techniques and visual languages to apply to a project brief. This in order to design innovative and creative ways to engage with customers through physical, digital and social media channels.

VISUAL BRAND DESIGN

DOMUS ACADEMY MILANO **design** *mondo* **afora**





AUDIENCE

The programme is directed at candidates who have a first-level degree and/or professional experience in visual and graphic design, multimedia studies, communication and marketing/brand management. The programme is also open to candidates with a background in design, economics, management, the humanities or equivalent fields. Furthermore, they must be willing to carry out in-depth research into the subject area and possess an impressive portfolio on application.

LEARNING OUTCOMES

On successful completion of this programme students will be able to:

- Design innovative ways to communicate on physical, digital, and social media platforms with strategic knowledge and skills.
- Get an integrated vision combining visual design, storytelling, graphics tools, user needs and brand identity research to produce a meaningful story while engaging the audience.
- Develop critical thinking to understand a brand's core philosophy and manage different marketing techniques to innovate in the brand communications industry.

The programme ensures students will gain the skills and attributes to:

- Engage with creative directors, business and startup experts, storytellers and infographic designers to build their skills and create a personal network.
- Acquire the branding and digital tools to create relevant concepts, innovative strategies and integrated communication systems to stay relevant in the market.
- Develop cutting-edge and inter-disciplinary creative solutions to innovate in the brand communications industry.

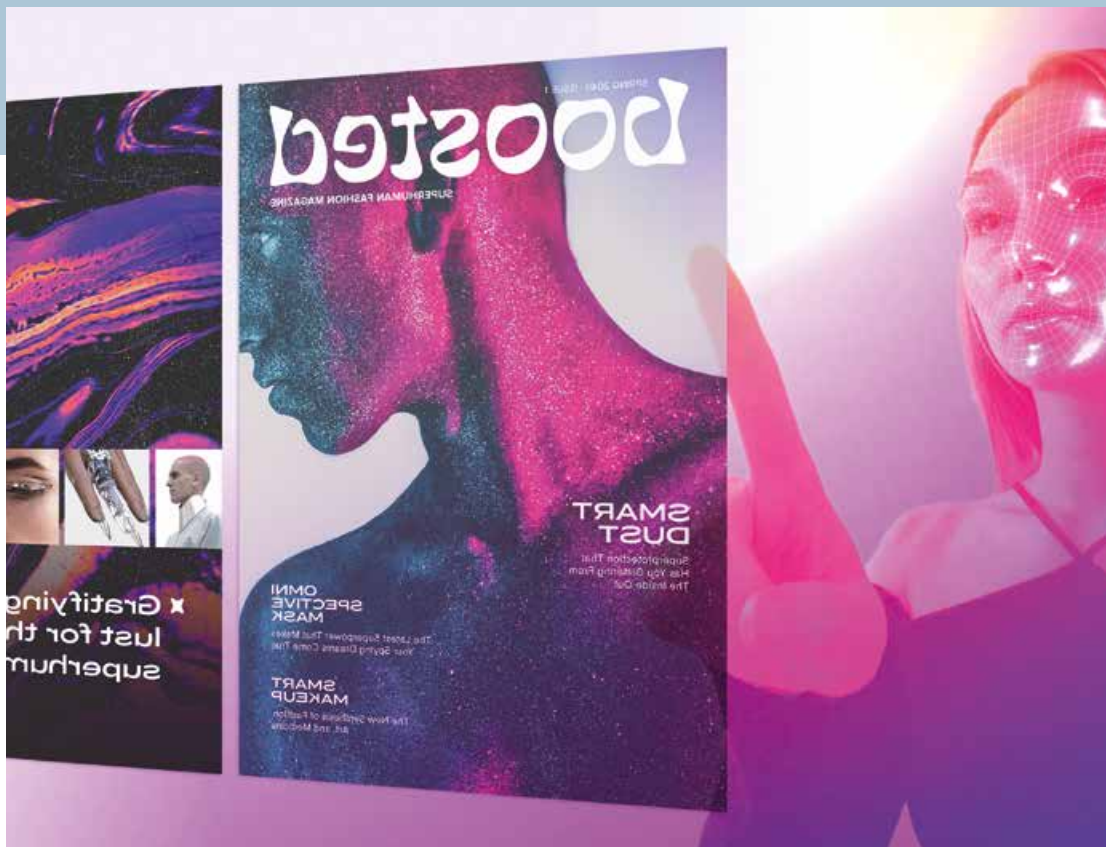
CAREER OPPORTUNITIES

This programme will teach students the culture and practices of branding processes and communication strategies, along with interdisciplinary skills to succeed in the international market. Students may choose to start their own business or consider a wide range of roles in visual design, art direction, brand strategy and advertising, including:

- GRAPHIC AND VISUAL DESIGNER
- BRANDING EXPERT
- DIGITAL COMMUNICATION DESIGNER
- UX/UI DESIGNER
- VISUAL BRAND DESIGNER
- ART DIRECTOR
- COMMUNICATION STRATEGIST

COMPANIES

The Master in Visual Brand Design has collaborated with: Bastard, Bombay Sapphire, Casa Martini, Coca-Cola, Condé Nast Italia, Danone, Ducati, Fondazione Achille Castiglioni, Forevermark, Fundación Escultor Berrocal, Glamour, L'Uomo Vogue, Melissa, Mondadori, Park Hyatt, Royal Rose, Slowear, Smartbox, Technogym, Tucano, Unieuro.



TOP: HOUSE OF PASTA by Laura Loria, Melissa Gisherman, Ghadir El Akli in collaboration with Barilla

BOTTOM: BOOSTED by Nora Mosley, Andjela Jankovic, Chiara Pieri