



# MASTER COMMUNICATION DESIGN

MILÃO

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inglês e italiano



# COMMUNICATION DESIGN

Este curso de dois anos em tempo integral fornece uma ampla educação em contextos sociológicos, culturais e criativos, juntamente com canais de mídia contemporâneos para criação de estratégias de comunicação memoráveis, capazes de ressoar com os imaginários sociais mais desenvolvidos. Este programa fornece aos participantes as ferramentas críticas necessárias para investigar em profundidade a complexa relação entre influência digital, mudança social, cultura da imagem e novas mídias. Ao aprofundar o conhecimento das técnicas mais avançadas de comunicação visual com o objetivo de criar campanhas de comunicação altamente relevantes, os alunos aprendem a dominar a direção de arte, com um foco específico na dimensão da comunicação digital e no uso criativo das oportunidades oferecidas pelas novas tecnologias e linguagens multimídia.

Este curso parte de uma compreensão profunda da evolução da comunicação impulsionada pela proliferação de novas mídias, com o objetivo de formar uma nova geração de comunicadores, especialistas na arte de contar histórias visuais e perfeitamente sintonizados com a mudança social e cultural. Ao analisar a natureza complexa das imagens por meio de uma leitura histórico-crítica e uma abordagem científica com atenção específica às linguagens de comunicação experimentais e à evolução ao longo do tempo do seu valor simbólico, os participantes se familiarizam com as principais teorias da sociologia aplicadas à comunicação dentro do cenário extremamente fragmentado das novas mídias. Eles também refinam sua capacidade de combinar habilidades técnicas e metodológicas e de usar sua sensibilidade para criar soluções comunicativas multidisciplinares. Ao dominar tanto os aspectos formais quanto executivos dos projetos, os alunos aprendem a conceber e gerenciar profissionalmente a dimensão estratégica de um projeto de comunicação, seja ele vinculado à identidade visual de uma marca ou à condução coerente de uma campanha integrada em várias mídias digitais.

# FOCO DE APRENDIZAGEM

- Design de campanhas de comunicação integradas
- Direção de arte para imagem de marca
- Linguagens visuais multimídia
- Principais tendências em design visual
- Sociologia da comunicação

# POSSÍVEIS CARREIRAS

- Gerente de comunicação digital
- Gerente de publicidade
- Criador de conteúdo de mídia social para marcas
- Desenvolvedor de conteúdo/Gerente de conteúdo para editoras
- Gerente de projetos de eventos/exposições

# ABOUT ISTITUTO MARANGONI

Over the past 85 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 management skills which are subject specific and relevant to the international fashion, design or art fields. Istituto Marangoni Master's courses provide students with a focused and in-depth knowledge and know-how for a successful professional career at various levels of the above-mentioned industries. There is a strong focus on project-based, industry-linked teaching methods of delivered by experienced industry specialists and professionals.

## 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

### STUDY PLAN

#### Year 1

Semester	Subject Title	Lesson Hours	ECTS Credits
1	Communication History and Culture	30,0	4
1	Design Rendering and Communication	75,0	6
1	Business English	30,0	4
2	Image Phenomenology	45,0	6
2	Multimedia Information Technologies	75,0	6
1+2	Communication Skills and Techniques	125,0	10
1+2	Communication Design	125,0	10
1+2	Graphic Design	100,0	8
1+2	Free Study Activities	150,0	6
	TOTAL	60	0



**Year 2**

Semester	Subject Title	Lesson Hours		ECTS Credits
1 1 1+2	Graphics and Design: Cultural Studies	30,0	30,0	4 4 12 10 8
1+2 2 2 2	Sociology and Anthropology of Communication	150,0	125,0	
	Art Direction	60,0	12 10	
	Multimedia Design	60		
	Communication Strategies			
	Internship			
	Dissertation			
	TOTAL			

**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.

**Curriculum**

The course approaches an in-depth analysis of the evolution of communication, stimulated by the proliferation of new media, with the aim of training a new generation of communicators, experts in the art of visual storytelling, in perfect harmony with social and cultural changes. The course investigates the complex nature of images through both a historical and critical perspective, and a research-based approach with specific attention to experimental languages and the evolution of their symbolic value over time. Participants become familiar with the main theories of sociology applied to communication in the fragmented landscape of new media, through inspiring lessons of industry professionals and guest speakers. The course refines the ability to combine technical skills and quantitative analysis, with methodological ones, to develop sensitivity for the creation of content and multimedia communication products. By dealing with both the formal and executive aspects of the project, students learn to

professionally conceive and manage the strategic dimension of a integrated communication project, whether it is linked to advanced branding or to the coherent declination of an integrated campaign across multiple digital channels.

### **Final Project (Dissertation)**

The final project consists in the development of a theoretical elaboration on a given theme, which will inform an integrated communication strategy, designed on consumer insights, market observation, media planning and deliverables production. The final outcome will be an integrated campaign for a relevant brand in the industry of luxury, technology or design which will feature the extensive use or newest technologies across various touchpoint, which are integrated and relevant to the target audience.

### **Internship**

As part of the didactical experience provided to its students, the Undergraduate programmes include an internship period which is embedded in the Plan of Study of each programme. This working experience allows students to take advantage of skills and topics learned during lessons, putting them into concrete practice within a real professional environment. The internship consists of a period of an experience in professional practice through the realisation of individual or group projects in collaboration with institutions or companies on their premises or on the School premises (internship on campus).

## **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;

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- 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:

- deepen and assimilate communication history and culture by critically applying its fundamental concepts, in order to interpret contemporary phenomena;
- frame the understanding of communication as a human talent and necessity, through an anthropological and sociological perspective;
- concretely apply a research method that investigates customer behaviour, trends and inspiration by developing a project that highlights a method in communication development;
- choose appropriate media selection and planning methods to deliver effective campaigns; with a remarkable strategic dimension;
- understand, conceive and manage the production of a communication campaign across different outputs and media;
- apply advanced visual design techniques which feature an adaptive yet personal aesthetics;
- approach project development and management with creativity, independence, and a research oriented mindset;
- design disruptive communication campaigns which culturally resonate with the target audience and impact on their behaviour;
- communicate personal projects using advanced digital tools in order to provide a contemporary and experimental vision of creative ideas.

### **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.

## **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 to bridge the gap between course completion and entering the world of work.



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.

## **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.