



CURRICULUM

INTERNATIONAL ACADEMY
OF ART & DESIGN

design
mundo
afora

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

academic master in

ITALIAN DESIGN^{NEW!}

AREA
Design

AREA LEADER
Milan | Rome
Claudio Larcher

The Academic Master is an experiential journey to research and analysis of the features of the Italian Design: through an intensive programme which combines theory - to acquire knowledge and method, workshops - to explore the most advanced edges of the Italian approach to projects, and meetings with the main players in this field, the course trains professionals able to lead trends at an international level, contributing to both innovation in industrial production, and development of new intuitions, aesthetic visions and cultural values.

LANGUAGE
Italian - English

CAMPUS
Milan

DEGREE AWARDED
First Level Academic
Master Degree

CREDITS
60 CFA

LENGTH
One year

CAREER OPPORTUNITIES

Product designer
Furniture designer

Light designer
Household appliances
design consultant

LEARNING OBJECTIVES

To acquire the know-how of Italian Design through a study of shapes, icons and images of products, and develop a personal expressive language

To develop the ability to combine project decisions in a wider vision of management and enterprise processes

To activate an inclination to “problem setting” besides “problem solving”, where the operative knowledge supports the development of critical analysis

CURRICULUM

COURSES	CFA
Design	8
Project culture	8
Project methodology	8
Design system	8
History of design	6
History of contemporary art	6
TOTAL CREDITS COURSES	44
Internship	10
Final project	6
TOTAL CREDITS MANDATORY TRAINING ACTIVITIES	16
TOTAL CREDITS MASTER	60

COURSES

DESIGN	This course sees the students explore the different aspects of production and innovation of consumer goods together with their linked topics: brand value, point of sale, services and communication. They will investigate the evolution of common behaviours, the application of technology and innovative materials to the products, and an approach to research that is combined with entrepreneurial creativity and efficient management processes.
PROJECT CULTURE	The course offers an overview of programmes and languages that have characterised Italian Design. Specific attention is devoted to their evolution in the last twenty years with the study of case histories of small and large companies, together with the testimony of some of the main figures in today's project culture.
PROJECT METHODOLOGY	During this course, the students analyse three aspects of Italian Design: research, from the conception of scenarios and products to the definition of aesthetic and design guidelines; strategy, from positioning to image, until distribution and communication; communication from the strategies used in the case studies to the study of current trends.
DESIGN SYSTEM	The goal of this course is to analyse the scenarios and socio-economic evolution that change the behavioural and consumption models, through an overview of the interactions between products and environment, in order to define a sustainable production path. Moreover, it provides tools to understand marketing languages and themes in the field of furniture and large companies.
HISTORY OF DESIGN	The course presents an excursus on design with a critical approach to the history of design thinking, together with an in-depth view of its different poetics: from the industrial revolution until today going through Werkbund, Futurism, Bauhaus, International Style, and the debates of the 80s and 90s.
HISTORY OF CONTEMPORARY ART	This course introduces the students to the different areas of creativity with a focus on historic avant-gardes and contemporary artistic trends. While visiting exhibitions and galleries, as well as meeting artists that are prominent in today's scene, the students will be confronted with a multitude of creative and design practices: from drawing to video landscapes.
FINAL PROJECT	The conclusion of the didactic path consists in the presentation and discussion of the Final project in front of a Committee composed by faculty members of the Master. The Final project is a project in the field of design to be developed in autonomous and independent way, according to the instructions provided by the faculty members.