

2-Year Master of Arts Programme in

DESIGN INNOVATION

September 29th 2025

This 2-Year Master of Arts Programme offers an innovative vision and approach to creativity and the design industry. Its objective is to establish and anticipate cross-cultural directions of multi-faceted themes.

SEMESTER I

Course	CFA	Type
DESIGN 1	12	T/P
Contextualising Design	6	WS
Design Tools Applied	6	A-LAB
PROJECT METHODOLOGY	12	T/P
Design Methodology	6	WS
Digital Fabrication	6	A-LAB
HISTORY OF DESIGN	6	T
Contemporary Design	6	CS
TOTAL CREDITS SEM. I	30	

SEMESTER III

Course	CFA	Type
DESIGN 3	12	T/P
Design Futures	6	WS
Generative Design	6	A-LAB
ART DIRECTION	6	T
Creative Direction	6	CS
LIGHT DESIGN	6	T/P
Light as a Medium	6	WS
1 ACTIVITY TO BE CHOSEN BY THE STUDENT:		
Additional training activities:		
Transforming Realities	6	BC
The Rise of DAOs	6	BC
Accelerator	6	BC
TOTAL CREDITS SEM. III	30	

SEMESTER II

Courses	CFA	Type
DESIGN 2	12	T/P
Regenerative Design	6	WS
Sustainable Materials	6	A-LAB
BRAND DESIGN	12	T/P
Brand Identity	6	WS
Communication Design	6	A-LAB
HISTORY OF ART	6	T
Contemporary Art	6	CS
TOTAL CREDITS SEM. II	30	

SEMESTER IV

Course	CFA	Type
DESIGN 4	12	T/P
Systemic Design	6	WS
Tangible Interaction	6	A-LAB
1 ACTIVITY TO BE CHOSEN BY THE STUDENT:		
DESIGN MANAGEMENT	6	T
Design Leadership	6	CS
Additional training activities:		
Internship / Project Learning Experience	6	
THESIS	12	
Eligibility		
Degree Project	12	
TOTAL CREDITS SEM. IV	30	

DOMUS ACADEMY MILANO design mundo afora

Design is undergoing a paradigmatic shift moving forward in the 21st century. A convergence of urgent phenomena, from the risk of marginalising social issues and environmental concerns to the continuous development of advanced technology, has expanded possibilities of what and how we design and the kinds of experiences we create.

The Master of Arts programme broadens the scope of design research and practice as a cultural and social act, advancing innovation strategies, expanding methodologies and acknowledging the co-opetition of different disciplines, perspectives and approaches in facing and solving the challenges of tomorrow.

Students will explore Regenerative Design, Artificial Intelligence, design and complexity, and designing for emergent futures. They will also focus on tangible interaction, decentralised ownership, and hybrid experiences.

During the Domus Academy 2-Year Master of Arts students will deepen their mastery of multidisciplinary design approaches over a longer curriculum. They will work in a hybrid “phygital” environment, employing tools like artificial intelligence, algorithms, Web 3.0, and 3D printing to reshape the creative process. They will learn to interact across a variety of audiences developing horizontal skillsets and lateral thinking abilities as requested by the latest market trends.

AUDIENCE

Designers/Professionals aiming at:

- Investigating and exploring new design approaches, processes, technologies and softwares
- Exploring critical thinking and research with academics and professionals
- Getting design mastery in specific fields
- Creating and developing their own academic and professional network
- Having a wider access to PhD programmes

- Promote the analytical thinking needed to critically evaluate new design situations and contexts
- Promote new design skills and knowledge needed for critical evaluation to integrate and manage innovation and new technologies, from initial creativity through production and distribution
- Develop business models that promote sustainability and ethical practices
- Engage in interdisciplinary development to drive innovation

LEARNING EXPERIENCE

- Lessons, Workshops, Applied Labs and Boot camps
- Final Thesis (Research + Project)
- 12 months placement support
- Best Thesis awarded by FRAME Magazine
- Internship/Project Learning Experience

LEARNING OUTCOMES

The programme aims to:

- Shape future design professionals capable of researching and applying creative design principles to explore innovative contexts and forge new propositions

CAREER OPPORTUNITIES

This programme prepares students to a career in the following advanced roles:

- Product / Strategic designer
- Materials innovator
- Design director
- R&D and Process innovator
- Innovation and Transformation manager
- Extended Reality design specialist
- Generative Design expert
- User Experience designer

It will also prepare students to begin a PhD programme in the design area.



TOP: SMART MESH by Doris Rodriguez, Kseniia, Dolgikh-Ocheret, Paloma Onaissi Moreno

BOTTOM: 4 SQUARED by Himanshu Deore, Sonia Redon, George Goginashvili in collaboration with ALMA