CURRICULUM

INTERNATIONAL ACADEMY
OF ART & DESIGN

design
mundo
afora

NABA
NUOVA ACCADEMIA
DI BELLE ARTI

master of arts in
PRODUCT AND SERVICE DESIGN

AREA
Design

AREA LEADER
Milan | Rome
Claudio Larcher

COURSE LEADER
Milan
Valentina Dalla Costa

LANGUAGE
Italian - English

CAMPUS
Milan

DEGREE AWARDED
Second Level
Academic Degree

CREDITS
120 CFA

LENGTH
Two years

The transition of the modern world from a "society of goods" to a "society of services", and the search for a sustainable relationship with nature, gives designers the chance to explore the ethics of design more thoroughly. During the MA in Product and Service Design (Second Level Academic Degree in Design), professors and professionals guide students to become full-scale designers, capable of envisioning new products and services, managing all phases of a project's development, from conception to manufacturing and release onto the market, through definition of the design strategy and material researching.

CAREER OPPORTUNITIES

Product designer
Service designer
UX/UI designer
Brand specialist
Art director

3D modelling specialist
Design manager
Brand designer
Product development manager

LEARNING OBJECTIVES

To research and define concepts and scenarios, to design a strategic vision that puts the product into its socio-economic context thanks to the sound knowledge of project culture case histories

To explain the languages of materials and technologies in a productive and economic perspective, identifying historical, anthropological implications

To manage multimedia techniques and technologic tools to represent projects for products, services and interaction, interpreting sociological models for identifying changes in new consumer targets

CURRICULUM

COURSES

FIRST YEAR

SEMESTER	COURSES	CFA
1	**Design 1**	12
	Product design 1	8
	Visual design	4
1	**Project methodology**	12
	Materials and technologies	6
	3D modelling and rendering	6
1	**History of art**	6
TOTAL CREDITS 1ST SEMESTER		**30**
2	**Design 2**	12
	Product design 2	8
	Communication design	4
2	**Brand design**	12
	Brand strategy	8
	Experience design	4
2	**History of design**	6
TOTAL CREDITS 2ND SEMESTER		**30**
TOTAL CREDITS FIRST YEAR		**60**

SECOND YEAR

SEMESTER	COURSES	CFA
3	**Design 3**	12
	Product and service design lab 1	8
	Interface design	4
3	**Light design**	6
	2 activities to be chosen by the student:	
3	**Design management**	6
	Additional training activities: erasmus	6
	Additional training activities: academic training/internship	6
	Additional training activities: cross disciplinary workshops, individual projects, conferences	6
TOTAL CREDITS 3RD SEMESTER		**30**
4	**Design 4**	12
	Product and service design lab 2	8
	Data-driven design	4
4	**Art direction**	6
4	**Thesis**	12
TOTAL CREDITS 4TH SEMESTER		**30**
TOTAL CREDITS SECOND YEAR		**60**
TOTAL CREDITS MASTER OF ARTS		**120**

FIRST YEAR

DESIGN 1
Through the Product design 1 and Visual design modules this course has a double goal: providing a broad overview on product design as an exchange between users and manufacturers and as a creative process, through the ability to work with "Soft Qualities" languages, with Primary Design theories and CMF (colours, materials, finishing) practice. The supplementary module approaches the conception of graphic and photographic aesthetic modules to support the products: images become functional to the diffusion and narration of projects.

PROJECT METHODOLOGY
The course provides basic knowledge and skills for a product designer: virtual modelling and photorealistic representation; knowledge about materials and technologies. The course's goal is to provide shared knowledge and methodological tools through two separate didactic modules: one focuses on understanding the materials and technologies that are available to the contemporary world of design, with specific attention devoted to the most recent innovations; the other aims at the acquisition of advanced tools for objects 3D modelling and rendering.

HISTORY OF ART
Starting from the history of art, modern and contemporary in particular, this course identifies the contact points between the world of art and the culture of design, providing ideas to suit personal and original approaches to the project's theme.

DESIGN 2
The course, that includes two modules, Product design 2 and Communication design, aims at developing a comprehensive, detailed project for a product or products collection, for industrial production or limited series; it guides the students towards the acquisition of the necessary competences to develop a concept, design a product, create models and/or prototypes, and refine their presentation tools. The supplementary module deals with all matters related to design and product communication.

BRAND DESIGN

This course analyses corporate identities through their product images, and through their communication and presentation strategies as part of the brand creation. Specific attention is devoted to the products staging, both in their physical and virtual instances, in different contexts such as commercial, cultural and in services.

HISTORY OF DESIGN

This course aims at providing a comprehensive, in-depth overview of the history of Italian design; it is meant as a narration, through images and links, to make the students understand the intangible values expressed by the contemporary design culture through the work of avant-gardes and individual authors.

SECOND YEAR

DESIGN 3

This course is a wide container of training, research and innovation experiences around product and service design. Projects approach objects as physical outcomes and/or symbols of a multi-dimensional - physical and digital - system, capable of providing services to people or to the community. The course, conceived as a collective Product and service design lab, also includes a supplementary Interface design module, which delves into the theme of designing interactive devices, and of user experience design through control interfaces.

LIGHT DESIGN

The course aims at providing the cultural and technical grounds of lighting engineering that will enable the students to manage the aesthetics as well as the performance and technical aspects of lights within classic or innovative types of products.

DESIGN MANAGEMENT

The educational goal of this course is an articulated view of the different operational strategies that are implemented to develop projects in different professional contexts (independent professional studios and/or collective as well as corporate organisations), and to present the basic tools for the understanding of a market-oriented approach to the design of products, spaces and services.

DESIGN 4

This course is a wide container of training, research and innovation experiences, following up the Design 3 course. The goal of this course is to perfect the ability to develop complex projects, starting with thoughts about ideas, values and themes expressed by the contemporary culture, in order to carry out implementation strategies for design systems and for physical or digital production processes. The course, conceived as a collective Product and service design lab, also includes a Data-driven design module that investigates at an experimental level with the new project opportunities linked to the current availability of great data and information flows.

ART DIRECTION

This course aims at providing all the cultural and strategic tools that enable the future professionals to manage the artistic and creative direction of product collections for design-oriented companies, and help them develop skills to make mindful choices with regard to both product design and product communication.

THESIS

The highest point of the didactic path is the final degree project, where the students have to submit and defend their Thesis in front of a Committee, made up by their lecturers and the Course Leader. The Master of Arts' Thesis takes the form of an in-depth research aimed at carrying out a project. The final document is constituted by a presentation of the research and of the final project documents, and aims at proving the critical, design and fulfilment competences acquired by the student over the MA. The development of the Thesis is something that every student carries out individually, independently and in complete autonomy. During the process, each student is supported by at least one Mentor ("Advisor"), who needs to approve the project proposition, guide the student in developing the research and, finally, approve the dissertation of the final Thesis work. The final dissertation is individual. Upon the Course Leader authorisation, the research can start as collective work carried out by a group of students, up to four participants. The final presentation of the project will necessarily be represented by a personal document, and the role of each student needs to be defined since the approval of the project proposal.