



DOMUS ACADEMY
MILANO

AY 26-27

Bachelor of Arts in

DESIGN

About Domus Academy



Three words that I would use to describe Domus Academy would be multicultural, collaborative, and multi-faceted.

Mary Murphy - Alumna September 2022 – USA

I think Domus Academy is design-driven, for sure, and collaborative, because the students of Domus Academy come from all over the world as well as the teachers and the faculty and we enjoy learning about new cultures.

It is a creative and unique environment.

Madhura Avinash - Alumna November 2022 - India

Domus Academy has been inspiring due to the numerous opportunities for discovery and the chance to connect closely with various companies.

Begüm Şardan - Alumna March 2019 - Turkey

The moment I started Domus Academy, I immediately found myself welcomed into a dynamic and inspiring environment. I am grateful to have been part of Domus Academy family, an inspiring multi-cultural environment that gives free space to creativity in all its forms!

Rita Rivezzi - Alumna November 2021 – Italy

Awards and recognitions

SCHOOL AWARDS

- Included in the QS World University Rankings by Subject
- Included in THE Impact Rankings
- Included in UI GreenMetric, the ranking of the world's most sustainable universities
- Selected by Azure Magazine as Top 8 Interior Design and Interaction Design Schools
- Listed by Domus Magazine as one of Europe's Top 100 Schools of Architecture and Design
- Listed as one of the Best Design Schools in the World by BusinessWeek
- Compasso d'Oro Award by the ADI, Associazione Disegno Industriale (Industrial Design Association)



WORLD BRAND
DESIGN SOCIETY

STUDENT AWARDS

- Rüya Akyol (Master in Product Design): winner Young Designer of the Year by the Elle Decoration International Design Awards (EDIDA) Türkiye, 2025
- Catherine Cable, Sarah Abdel Jalil, Tina Jain, Sevval Ozdogan, Sanjoli Gupta (Master in Visual Brand Design, Master in Business Design and Master in Product Design): selected to take part into 2025 Gwangju Biennale, Korea
- Özge Üçoluk (Master in Visual Brand Design): winner Graphic Designers Professional Association (GMK) Award, 2024
- Elena Candelieri, Nicholas Aron and Wiphawee Maneengarm (Master in Interaction Design, Master in Product Design, Master in Service Design): Winners Compasso d'Oro Targa Giovani certification 2024
- Christophe Pillet (Master in Product Design): Winner Wallpaper* Magazine Design Awards 2023 (Best Outdoor Lounge category)
- Niko Koronis (Master in Design): Winner Wallpaper* Magazine Design Awards 2023 (Best Construction category)
- Maddalena Casadei (Master in Product Design): Included in AD100/2022
- Irem Başer Oğan (Master in Product Design): Winner IF Design Award 2021
- Morgan Ræ (Master in Interior & Living Design): Winner Radical Innovation Award 2021
- Namit Khanna (Master in Product Design): Winner EDIDA India Young Talent 2021
- Daniele Ficarra (Master in Product Design): Winner Swarovski Foundation Institute contest 2021
- Defne Koz, Marco Susani (Master in Product Design): Winners Compasso D'Oro 2020



Why Domus Academy

A place for Envisioners

The school develops future leaders by encouraging creativity and innovation.

Cross-knowledge profiles

The curriculum blends deep expertise with broad, interdisciplinary skills.

Real international environment

The school offers a global, collaborative setting for interdisciplinary design work.

Unique experience and Career opportunities

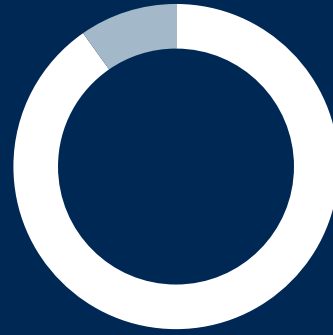
Students gain diverse learning experiences and strong industry connections, leading to high job placement.

Iconic design school in the Design Capital

Iconic undergraduate and postgraduate fashion and design school in the fashion and design capital of Milan.

Facts and Figures

40+ /year
COMPANIES
COLLABORATIONS



91%

Certified Employability Rate
one year after diploma

Source: Doxa 2025

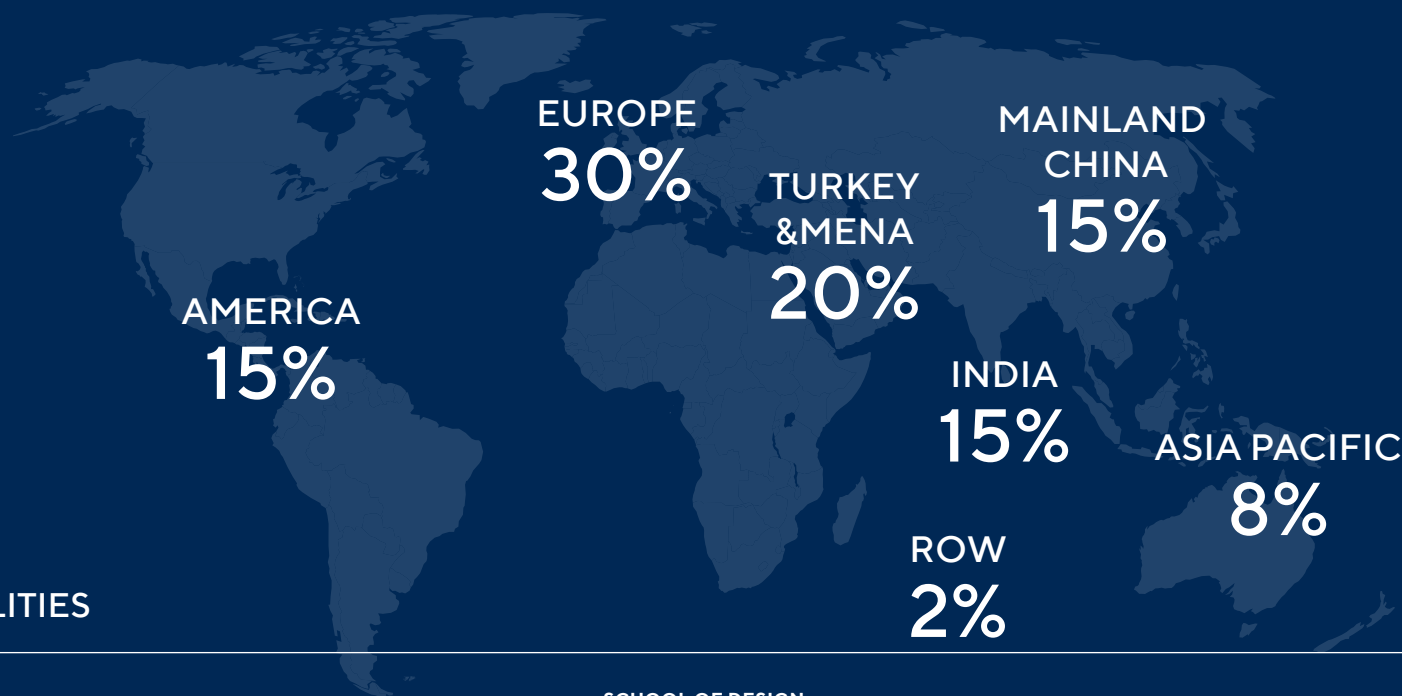


100%

Internship / Project Learning Experience

+60
DIFFERENT
COUNTRIES

STUDENTS' NATIONALITIES



Milan, Design & Fashion Capital



Design is part of the fabric of Milan. From the city's fashion tradition to its new role as a startup hub, Milan is home to a thriving commercial design industry and a globally facing creative culture.

Life in Milan moves at a relentless pace, in fact it's hard to remain unmoved or detached from all the cultural, social and business activities afoot. It follows that there is no better place to pursue a design education.

Milan is the world capital of fashion and design, brimming with innovative and creative people, emerging designer boutiques and businesses whose longstanding success is built on design.

The centre of Milan is home to the flagship stores of some of the most important fashion and design brands, including Cappellini, Driade, Kartell, Versace, Armani and Valentino. Therefore, students can draw inspiration from the trend-setting work of the world's leading designers and, at their fingertips, will be Italy's finest artisans and manufacturing facilities, that make Made in Italy craftsmanship famous around the world.

Milan bristles with life. Every year during the Fashion Weeks, Design Week and their various ancillary activities such as the Fuorisalone, Milan becomes one big showroom, full of non-stop exhibitions, performances, parties and conferences featuring prestigious international guests.

But the reach of design doesn't stop there, it can be seen in the outline traced by the city's new skyline, in the partnerships being developed between research, design and business, and in the deployment of new technologies that tackle the widest possible range of design problems.

Milan is a creative environment like no other.

Course Leader

Aoi Hasegawa

Course Leader Bachelor of Arts in Design

“Our students are exposed to different professional perspectives that teach you to think outside the box.”

After earning bachelor's and master's degrees in Architecture and Building Science at Tokyo Metropolitan University, Aoi Hasegawa launched her career as a set designer at Fuji Television Network in Tokyo, where she designed sets for Japanese and international musical acts. In 2005, Aoi moved to Milan and earned a second master's degree at Domus Academy.

Since 2006, she has been working with Domus Academy, first as a project assistant and tutor and now as course leader of the Bachelor in Design and Master in Interior & Living Design course. She also collaborates professionally with various companies and studios in the fields of product, interior, and strategy design.



BACHELOR OF ARTS IN *Design*

*Discover Design, become
the Designer of Tomorrow*

The Bachelor of Arts in Design offers a unique perspective on design, viewing it as a strategic act of shaping the world around us creating products, services, spaces, digital solutions and systems.

Historically, the design profession has supported industry by delivering a broad range of products, including objects, services, media, and environments, that meet consumers' needs and align with their cultural and aesthetic preferences. This has been done while ensuring profitability for the industry and generating job opportunities.

Throughout its history, the design discipline has evolved its skills and taken on new **societal roles**. Today, it faces emerging challenges and opportunities while adapting to new values.

In response to these developments, the new BA in Design offers a practice-based approach where students engage in hands-on exploration, experiencing **industry standards** and alternative production methods.

The programme is based on a **transdisciplinary** approach. By integrating various disciplines and perspectives, it aims to equip students across diverse specialisation tracks with the awareness and sensitivity needed to address multiple business, social, and environmental issues.

The learning methodology includes lessons, workshops, labs, boot camps, critical thinking sessions, internships, a thesis workshop, and a final project.

The **hands-on** approach, which emphasises experiential learning through practical application, is implemented across all subjects.

Students will engage in making and creating, allowing them to develop their skills through direct experience and experimentation.

Integrating knowledge from different fields and perspectives empowers students to tackle emerging issues and contribute to the development of the discipline.

The programme also places a strong emphasis on developing **digital literacy** among students.

By honing their skills in digital tools and techniques, students are prepared to effectively leverage digital media and technologies, explore new avenues of expression, and **drive innovation** in their design practice.

This comprehensive training prepares students not only for a wide choice of master-level specialisations but also for success in a variety of professional disciplines upon graduation.

Specialisation tracks



In order to address the diverse interests and career aspirations of students, the Bachelor of Arts in Design offers various specialised tracks within the programme.

They are strategically aligned and developed through a progression of interlinked modules allowing students to build upon their knowledge and skills cohesively, ensuring a seamless transition between different areas of specialisation while maintaining the depth and specificity of each field.

Interior Design & Urban Vision

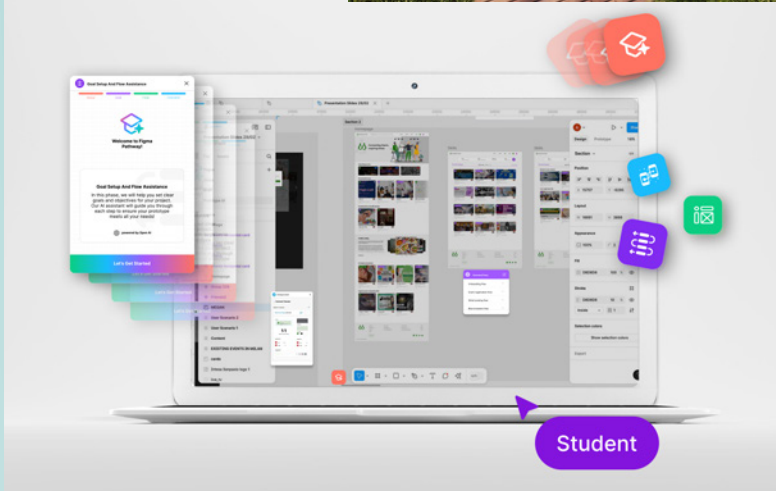
In this path, students learn to design interior spaces that are coherent with an urban vision and vice versa, exploring and envisioning new forms of liveability.

Product Design & Value

This track focuses on developing products and solutions that provide value to both users and businesses. It emphasises the importance of understanding and aligning with what constitutes value for the market, prioritising qualitative improvements over quantitative ones.

UX Design

This track immerses students in the design of digital products and services. By understanding users, their journey and business needs, students learn to leverage existing and emerging digital technologies to create innovative solutions that enhance user experiences.



Bachelor of Arts in Design

DURATION: 3 years

TITLE: First-Level Academic Degree

ACCREDITATION:
Italian Ministry for University and Research
(MUR)

CREDITS: 180 CFA/ECTS

LANGUAGE: English

INTAKE: 1st October 2026

ENTRY REQUIREMENTS:

- Valid Secondary School Diploma and at least 12 years of previous Education
- English IELTS 5.0 or equivalent

LEARNING METHODOLOGY:

Lessons, Workshops, Labs, Boot camps, Critical Thinking Sessions, Internship/Project Learning Experience, Thesis Workshop, Final Project.

First Year

T = Theoretical
T/P = Theoretical/practical

SEMESTER I

Course	CFA	Type
HISTORY OF MODERN ART	6	T
Visual Art	6	
PROJECT METHODOLOGY	12	T/P
Design Methodology	6	
Drawing and Modeling	6	
PROJECT CULTURE 1	8	T/P
3D Modelling & Rendering	4	
Making and Fabrication	4	
Mandatory IT Training Activities	4	T/P
TOTAL CREDITS SEMESTER I	30	

SEMESTER II

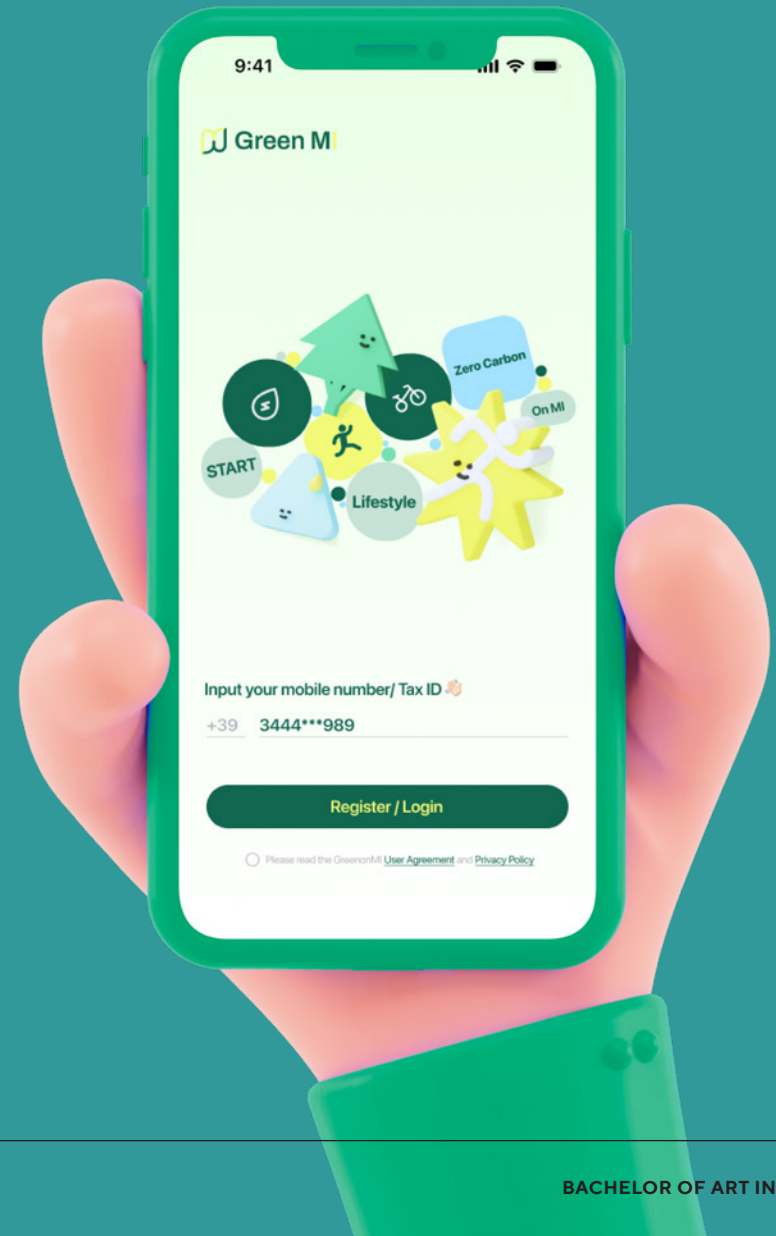
Course	CFA	Type
DESIGN 1	12	T/P
Product Design	6	
Interior Design	6	
HISTORY OF DESIGN 1	6	T
Contemporary Design	6	
TECHNOLOGY OF MATERIALS 1	8	T/P
Materials and Production Processes	4	
Computer-aided Design & Manufacturing	4	
Mandatory Training Activities English	4	T/P
TOTAL CREDITS SEMESTER II	30	

Second Year

T = Theoretical
T/P = Theoretical/practical

SEMESTER III

Course	CFA	Type
DESIGN 2	12	T/P
Service Design	6	
Exhibition Design	6	
DIGITAL MODELLING TECHNIQUES	10	T/P
Digital Fabrication	4	
Digital Modelling Tools & Techniques	6	
PROJECT CULTURE 2	8	T/P
Visual Design	4	
Generative Design	4	
TOTAL CREDITS SEMESTER III	30	



Second Year

T = Theoretical
T/P = Theoretical/practical

SEMESTER IV

Course	CFA	Type
HISTORY OF DESIGN 2	6	T
Design Criticism	6	

1 Specialisation Course to be chosen by the student:

DESIGN 3 (Interior Design & Urban Vision)	6	T/P
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Public Space Design	6	
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DESIGN 3 (Product Design & Value)	6	T/P
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Furniture Design	6	
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DESIGN 3 (UX Design)	6	T/P
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Designing User Experience	6	
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SEMESTER IV

Course	CFA	Type
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1 Course to be chosen by the student:

MULTIMEDIA DESIGN	6	T/P
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Interactive Prototyping	6	
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INTRODUCTION TO CULTURAL MARKETING	6	T
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Communication Design	6	
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INTERACTIVE SYSTEMS	8	T/P
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Interface Design	4	
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Scenario Simulation	4	
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Additional Training Activities	4	
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TOTAL CREDITS SEMESTER IV	30	
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Third Year

T = Theoretical
T/P = Theoretical/practical

SEMESTER V

Course	CFA	Type
CULTURAL ANTHROPOLOGY	6	T
Urban & Rural Anthropology	6	
1 Specialisation Course to be chosen by the student:		
DESIGN 4 (Interior Design & Urban Vision)	8	T/P
Spatial Design	8	
DESIGN 4 (Product Design & Value)	8	T/P
Value Driven Design	8	
DESIGN 4 (UX Design)	8	T/P
Digital Product Design	8	

SEMESTER V

Course	CFA	Type
1 Specialisation Course to be chosen by the student:		
TECHNOLOGY OF MATERIALS 2 (Interior Design & Urban Vision)	6	T/P
Spatial Systems & Materials	6	
TECHNOLOGY OF MATERIALS 2 (Product Design & Value)	6	T/P
Production Systems & Technologies	6	
TECHNOLOGY OF MATERIALS 2 (UX Design)	6	T/P
Information Design and Data Visualisation	6	
1 Course to be chosen by the student:		
INTERACTION DESIGN	4	T/P
LIGHT DESIGN	4	T/P
1 Course to be chosen by the student:		
URBAN DESIGN	4	T/P
DESIGN SYSTEM	4	T/P
Sustainable Design	4	
Additional Training Activities	2	
TOTAL CREDITS SEMESTER V	30	

Third Year

T = Theoretical
T/P = Theoretical/practical

SEMESTER VI

Course	CFA	Type
CAREER DEVELOPMENT	6	T/P

1 Specialisation Course to be chosen by the student:

AFU: FINAL WORKSHOP (Interior Design & Urban Vision)	12	T2
Thesis Workshop	8	
Thesis Tutoring	4	
AFU: FINAL WORKSHOP (Product Design & Value)	12	T/P
Thesis Workshop	8	
Thesis Tutoring	4	
AFU: FINAL WORKSHOP (UX Design)	12	T/P
Thesis Workshop	8	
Thesis Tutoring	4	

ADDITIONAL TRAINING ACTIVITIES	2
Internship/Project Learning Experience	2
Final Project	10

TOTAL CREDITS SEMESTER VI 30

Semester I

HISTORY OF MODERN ART

Visual Art

The course covers the history of visual expression across various artistic disciplines, including drawing, painting, sculpture, architecture, design, and digital art. Students learn about art history, different art movements, and the methods used by artists. The content is largely delivered through practical projects, group discussions, critiques, and reviews, allowing students to showcase their work and receive feedback from peers and instructors. Overall, the course aims to cultivate an understanding of artistic foundations, the historical development of art, its media and techniques, and the role of art in society. The goal is to provide students with a critical foundation for making informed design decisions.

PROJECT METHODOLOGY

Design Methodology

The module teaches students a systematic approach to defining and solving design problems. Students learn about design processes, research methods, ideation techniques, and prototyping approaches. The content is delivered through hands-on projects where students apply design methodologies to real-world challenges. Overall, this course aims to equip students with the skills and knowledge needed to approach design questions strategically and effectively.

Drawing and Modeling

This module is a fundamental component that aims to develop student's skills in visual representation, as well as structural and spatial understanding. Students are introduced to various drawing techniques, such as perspective drawing, shading, and composition, as well as basic model-making techniques and principles using paper, cardboard, and clay. These skills are essential for effectively communicating design ideas and exploring and verifying design concepts. The emphasis is on the importance of precision, creativity, and attention to detail in both the drawing and modelling processes.

PROJECT CULTURE 1

3D Modelling and Rendering

The module teaches students how to create 3D models of objects and spaces and render them into images. Fundamental concepts of modelling, working in three-dimensional space, as well as the foundations of rendering technology, are introduced in an experiential manner using industry-standard applications. The aim of the course is to equip students with the skills and knowledge needed to understand the usefulness of digital tools in exploring object and spatial design directions through building 3D prototypes and mock-ups. It also prepares them to develop these towards real prototypes and effectively communicate their design concepts.

Making and Fabrication

This workshop is a hands-on activity focused on understanding principles and tools for the physical creation of design concepts and functional prototypes using a variety of materials and processes. It covers traditional handcrafting in wood, metal, and plastic, as well as the foundations of digital fabrication technologies like laser cutting, CNC machining, and 3D modelling, and their intersection with traditional methods. This enables students to test and refine ideas in a tangible way, better understand the properties and limitations of different materials and processes, and gain insight into how users will interact with their designs.

Mandatory IT Training Activities

This practical module equips students with fundamental skills in digital image editing and layout techniques. Through practical training using visual design software, students will gain proficiency in essential editing, compositing, and vector image creation. They will also explore basic typography and page layout methods. By course completion, students will be prepared to handle the technical aspects of more advanced presentations.

Semester II

DESIGN 1

Product Design

The workshop is a foundational module that introduces students to the principles and processes involved in designing products. Students learn about research, ideation, concept development, prototyping, and testing in an active laboratory setting. The workshop emphasises the importance of user-centred design, functionality, aesthetics, and sustainability in product development, while simulating a professional design studio environment. Students work on real-world design projects, gaining practical experience and applying their design skills in a professional context. Collaboration, creativity, and innovation are accentuated, encouraging students to push the boundaries of traditional design practice. Students work on all stages of the design process, from research and ideation to prototyping and presentation.

Interior Design

This module's subject is the foundations of designing interior spaces. Students work on a variety of design projects, ranging from residential to commercial spaces, to develop their skills in spatial planning, material selection, lighting design, and furniture arrangement.

The workshop underscores the importance of understanding user needs, cultural influences, sustainability, and building codes in interior design practice. Students study through applied projects where they create mood boards, floor plans, maquettes, 3D models, and renderings to visualise their design concepts. Students are provided with the opportunity to explore their creativity, refine their design sensibilities, and build a personal portfolio of interior design projects.

HISTORY OF DESIGN 1

Contemporary Design

This course explores current trends, influences, and practices in the field of design. Students examine the intersection of design with technology, culture, sustainability, and social issues to understand the evolving landscape of contemporary design. The course covers a wide range of design disciplines, including graphic design, product design, fashion design, architecture and digital design, to provide students with a holistic view of contemporary practices.

Students engage in critical discussions, research projects, and hands-on assignments to explore innovative design concepts and approaches. The course aims to inspire students to think creatively, adapt to changing design trends, and contribute meaningfully to the ever-evolving world of design.

TECHNOLOGY OF MATERIALS 1

Materials and Production Processes

This module is centred on the properties of various materials and the manufacturing techniques used in design. Students learn about different materials such as wood, metal, plastic, and textiles, and how their properties influence design decisions. The workshop covers traditional and modern production processes, including casting, moulding, CNC machining, and additive manufacturing, to help students understand how designs are brought to life. Learning happens through practical examples, material testing, and manufacturing simulations to gain practical knowledge and skills.

Computer-aided Design & Manufacturing

This workshop introduces students to the use of digital tools and software in the design and production process. Students learn how to create 2D and 3D models, technical drawings, and export usable data to drive production machines using industry-standard application packages. The module covers topics such as units, tolerances, groups and systems, parametric modelling, finite element analysis and stress simulation, as well as the requirements for milling, moulding, laser cutting, and additive manufacturing techniques.

The aim is to build production workflows and optimise design outcomes.

Mandatory Training Activities English

This English language course aims to enhance essential skills through a structured approach that covers various aspects of the language, including grammar, vocabulary, reading and listening comprehension, and writing. Students will have the opportunity to develop effective communication skills and gain greater confidence in using English in professional and academic contexts. The course includes practical and interactive activities to reinforce learning and foster a deeper engagement of students.

Semester III

DESIGN 2

Service Design

This workshop focuses on analysing, designing and improving services and products-as-services. Students learn how to map service ecosystems and design innovative solutions that meet customer needs and expectations. The module covers essential methods and co-creation techniques to involve different stakeholders in the design process. Students also explore topics like service prototyping, testing, and implementation to ensure the successful delivery of designed services.

Exhibition Design

The workshop centres on creating immersive and engaging exhibition spaces. Students learn how to design exhibitions that effectively communicate a concept or narrative, showcase artefacts or artworks, and engage with different audiences. The module covers aspects such as content categorisation, spatial layout, lighting design, signage, interactive elements, and graphic design to enhance the overall visitor experience. Students work on real-world exhibition design projects involving museums, galleries, and cultural institutions, applying their skills in a professional setting. Overall, it is a learning opportunity to explore the intersection of design, storytelling, and curation.

DIGITAL MODELLING TECHNIQUES

Digital Fabrication

This workshop introduces students to advanced prototyping and manufacturing techniques using digital tools and technologies. Students deepen their understanding and skills in creating physical objects with computer-controlled machines such as 3D printers, laser cutters, CNC routers, and robotic arms. Digital modelling workflows that support fabrication are covered, and knowledge of digital fabrication processes is further developed. The module explores experimental approaches and advanced methods for integrating digital fabrication with traditional craftsmanship. Emphasis is placed on hands-on experimentation, prototyping, and material investigation to expand design possibilities. It also explores alternative production methods, as digital fabrication increasingly becomes a standalone production technique for selected applications.

Digital Modelling Tools and Techniques

The module deepens the understanding of 3D model creation, actively using advanced techniques for more complex models in a variety of software tools and applications. It enhances the students' capability to use industry-standard software to design and visualise intricate 3D objects and environments.

PROJECT CULTURE 2

Visual Design

The workshop thematises the fundamental visual aspects of design, underpinning visual communication and graphic design. Topics such as typography, layout, colour theory, and composition are introduced through practice, to support design decisions in both 2D and 3D formats and to facilitate the communication of design projects. The module combines traditional and digital design techniques, including hand sketching, digital illustration, and widely adopted design software packages. Students engage in projects that explore various design applications, such as posters, logos, packaging, and digital interfaces. The module aims to develop students' creative problem-solving skills, visual literacy, and design aesthetics.

Generative Design

Students learn to use visual scripting languages, algorithm-based design modules for topology optimisation and form finding, and AI tools to efficiently generate and optimise complex designs. The workshop covers topics such as the application of algorithms, data-driven design, and design automation to explore new possibilities in form generation and optimisation. Students actively work on projects applying generative design principles to create unique objects, structures, and systems. The workshop directs the students towards pushing the boundaries of traditional design practices and fosters creativity within the generative revolution.

Semester IV

HISTORY OF DESIGN 2

Design Criticism

The course's aim is to develop students' critical thinking skills and their ability to analyse and evaluate design practices, products, and processes. Students learn how to assess design from various perspectives, including historical, cultural, social, and ethical considerations. The course covers topics such as design theory, design ethics, design trends, and the impact of design on society. In critical discussions, writing assignments, and presentations the students articulate their viewpoints on design issues and challenges. The course cultivates the students' ability to think critically about design, communicate their ideas effectively, and contribute to the discourse surrounding design practices and their implications.

1 Specialisation Course to be chosen by the student:

DESIGN 3 (INTERIOR DESIGN & URBAN VISION)

Public Space Design

The workshop addresses the planning, design, and improvement of public spaces to create inclusive, functional, and aesthetically pleasing environments. Students learn about urban design principles, landscape architecture, placemaking, and the social dynamics of public spaces.

The module covers topics such as site analysis, programming, sustainability, accessibility, and community engagement in the design process. Students work on projects that involve designing public parks, plazas, forums, event spaces, public interiors, and transport hubs to address real-world challenges. The module aims to equip students with the skills to transform public areas into vibrant, safe, and sustainable places that enhance the quality of life for residents and visitors.

DESIGN 3 (PRODUCT DESIGN & VALUE)

Furniture Design

The workshop centres on the creation of innovative and functional furniture pieces. Students learn about furniture design principles, materials, construction techniques, and ergonomics to develop unique and aesthetically pleasing solutions. The module covers both traditional and contemporary approaches to furniture design, emphasising craftsmanship, sustainability, and user-centred design. Through hands-on projects students conceptualise, prototype, and refine furniture designs through a series of iterations. This gives opportunity to explore their creativity and experiment with different materials and forms.

DESIGN 3 (UX DESIGN)

Designing User Experience

This workshop aims to create intuitive, engaging, and user-centred experiences. Students learn about user research, information architecture, interaction design, prototyping, and user evaluation to design seamless and effective user interfaces. The module covers essential design principles and user testing methodologies to optimise the user experience. Students actively participate in projects where they apply UX design principles to create web and mobile apps, as well as interactive products. The module teaches the skills to understand user needs, effectively solve design problems, and create digital experiences that resonate with users.

Semester IV

1 Course to be chosen by the student:

MULTIMEDIA DESIGN

Interactive Prototyping

This is a hands-on module that teaches creating interactive prototypes to test and refine design concepts. Students learn how to use industry-standard prototyping tools to develop interactive mock-ups of digital interfaces and experiences. The module covers topics such as user interaction design, animation, micro-interactions, and user evaluation to enhance the functionality and user experience of prototypes. Students participate in iterative prototyping processes, user testing sessions, and feedback loops to refine their designs. The workshop aims to equip students with the skills to rapidly prototype and iterate on design ideas, gather feedback, and improve user experience.

INTRODUCTION TO CULTURAL MARKETING

Communication Design

This workshop thematises visual communication, branding, and storytelling through various design mediums. Students further develop their understanding of graphic design principles, typography, layout, colour theory, visual hierarchy, and the basics of semiotics to create effective and engaging communication designs. The module includes topics such as logo design, branding strategies, advertising campaigns, and publication design to convey messages across different platforms and touchpoints. Through actively engaging in projects, students create design solutions for real-world communication challenges, such as developing brand identities, marketing materials, and digital campaigns. Students work on their skills to communicate ideas visually, craft compelling narratives, and build strong visual identities for brands and organisations.

INTERACTIVE SYSTEMS

Interface Design

This workshop provides a comprehensive exploration of Interface Design, encompassing both visual and non-visual interfaces. Students will study the principles of designing interfaces for a variety of devices and platforms, including graphical user interfaces (GUIs), voice user interfaces (VUIs), and tangible user interfaces (TUIs). The curriculum covers essential aspects such as affordances, feedback, and accessibility, teaching students how to create interfaces that facilitate smooth and intuitive

interactions, regardless of the medium. Through practical projects, students will work with both screen-based and voice-activated interfaces, developing prototypes that integrate visual design, voice, sound, and haptic feedback. The course emphasises a holistic approach to interface design, encouraging students to consider the full spectrum of sensory inputs and outputs to enhance user experience.

Scenario Simulation

This workshop encourages students to engage in creating and analysing simulated environments to test design solutions in various contexts. The module teaches the use of scenario-based interactive simulations to anticipate user interactions, evaluate design effectiveness, and make informed design decisions. Students learn how to develop scenarios, set parameters, and conduct simulations to assess the functionality and user experience of their designs at various scales, from objects to systems. The module covers topics such as user behaviour modelling, scenario building, prototyping, and user testing within simulated environments. By working on practical projects and exercises, students gain practical experience in using scenario simulation as a tool to enhance the design process and create user-centred solutions.

Additional Training Activities

Students are required to participate in and report on interdisciplinary conferences and seminars, extracurricular activities and productions, professional design projects, project-based learning experiences, and international exchanges and projects.

Semester V

CULTURAL ANTHROPOLOGY

Urban & Rural Anthropology

In this course, students explore the cultural, social, and spatial dynamics of urban and rural environments through an anthropological lens.

The course delves into the study of human behaviour, community structures, and cultural practices in diverse urban and rural settings from a historical perspective.

Students examine topics such as urbanisation, migration, social inequality, sustainability, and cultural identity within the context of urban and rural spaces.

Through fieldwork, research projects, and case studies, students gain insights into the complexities of urban and rural life, the impact of design on communities, and the relationship between people and their built environments. The urban and rural anthropology course aims to deepen students' understanding of the cultural nuances and social dynamics that shape urban and rural landscapes, informing their design practice with a humanistic perspective.

1 Specialisation Course to be chosen by the student:

DESIGN 4 (INTERIOR DESIGN & URBAN VISION)

Spatial Design

Students learn to understand and create spatial experiences in interior and urban environments. This workshop explores the principles of spatial design, including spatial planning, circulation, zoning, and atmosphere creation. Students learn how to manipulate space to enhance functionality, aesthetics, and user experience in both interior and urban settings.

The module covers topics such as spatial analysis, site planning, environmental psychology, and design strategies for interior and urban spaces. Through projects and studio work, students develop skills in conceptualising, visualising, and implementing spatial design solutions that respond to user needs and expectations, cultural contexts, and environmental considerations.

The module aims to prepare students to design immersive, functional, and visually engaging interior and urban spaces that enrich users' lives and positively contribute to the built environment.

DESIGN 4 (PRODUCT DESIGN & VALUE)

Value Driven Design

In this workshop, students will learn how to create designs that deliver real value to users by adopting a value driven approach to project development. Through a combination of practical activities, students will explore the principles of value driven design and learn how to apply them to real-world design challenges. Topics covered in this module may include conducting user research, defining product goals and success metrics, establishing values for all stakeholders involved, identifying the value network affected by design decisions, evaluating and iterating on designs based on user feedback, and communicating design decisions and their rationales to stakeholders. Throughout the module, students will work on value driven design projects, emphasising the importance of aligning with what represents value in the market. By the end of the module, students will have a deep understanding of the value-driven design process and will be able to create products and services that deliver real value to shareholders and stakeholders alike.

DESIGN 4 (UX DESIGN)

Digital Product Design

In this workshop, students learn to design digital products that offer seamless and engaging user experiences while effectively meeting business objectives. It explores the principles of user experience (UX) design, user interface (UI) design, and interaction (IxD) design for envisioning and developing digital products and services. The module examines the entire development process, from ideation and conceptualisation, where initial ideas and concepts are generated and key features and functionalities are defined, to close collaboration with developers to implement the design. This ensures that the final product faithfully represents the design vision and functions as intended.

Throughout this process, continuous communication and feedback loops are crucial, allowing the design to evolve and improve based on practical insights and technical feasibility, ultimately resulting in a polished and user-centric digital product.

Semester V

1 Specialisation course to be chosen by the student:

TECHNOLOGY OF MATERIALS 2 (INTERIOR DESIGN & URBAN VISION)

Spatial Systems & Materials

In this module, students will study the technology of materials used in interior and urban design, focusing on their properties, applications, and sustainability. Through practical activities, students will explore the use of materials in interior, architectural, and urban design contexts. Topics covered may include understanding the properties and applications of different materials and construction systems for various projects, including industrial, craft, and vernacular materials. Emphasis will be placed on using material properties as criteria for selection. By the end of the module, students will have a comprehensive understanding of the technology of materials used in interior and urban design.

TECHNOLOGY OF MATERIALS 2 (PRODUCT DESIGN & VALUE)

Production Systems & Technologies

In this module, students gain a practical understanding of the manufacturing processes, materials, and technologies involved in bringing product designs to life. The module explores the production systems used in manufacturing, including both traditional and advanced industrial systems and practices. Students learn about various materials, their properties, and how to select the ones appropriate for specific design requirements. It covers topics such as material science, production planning, and quality control in manufacturing processes. Through hands-on projects and workshops, students gain practical experience in prototyping, production, and material testing, helping them understand the relationship between design, materials, and manufacturing methods. The module imparts knowledge and skills needed to design products that are not only aesthetically pleasing but also feasible to produce efficiently, sustainably, and at scale.

TECHNOLOGY OF MATERIALS 2 (UX DESIGN)

Information Design and Data Visualisation

In this workshop students learn how to create visually engaging and informative data representations and narratives. They learn about information architecture, data analysis and visual storytelling.

The module covers topics such as data visualisation techniques, interactive data displays, and designing for data-driven decision-making.

Students work on projects where they translate complex data sets into clear, intuitive visualisations that enhance user understanding and engagement. Overall, the module aims to equip students with the skills to design information-rich interfaces that effectively communicate data and insights to users and decision-makers.

Semester V

1 Course to be chosen by the student:

INTERACTION DESIGN

This workshop offers an exploration of the interaction design discipline, focusing on the evolving landscape of designing behaviours for both physical and digital products. Students will delve into the evolution of interaction modalities, examining how user interactions have transformed and adapted to emerging technologies. Key topics include multimodal interaction, connected objects, smart interfaces, mixed reality, and spatial computing. Students will learn to design interactions that seamlessly integrate various input modalities, such as voice, touch, and gestures.

The module will also cover the rise of embedded AI functionalities, exploring how artificial intelligence can enhance personal devices through predictive behaviours and personalised interactions. Students will engage with concepts of tangible interactions, studying how physical objects can be used as interactive mediums to create more intuitive and engaging experiences that merge the physical and digital worlds.

LIGHT DESIGN

In this module, students delve into the principles of lighting design, exploring how light can enhance and transform the quality of spaces and activities. The workshop aims to foster an understanding of the technical aspects of lighting, such as colour temperature, intensity, and direction, as well as the psychological and emotional impact of light on users.

Students learn how to create lighting schemes for various environments, considering factors like functionality, aesthetics, and energy efficiency. The module covers topics such as natural lighting, artificial lighting, mood lighting, and sustainable lighting solutions.

Through engaging in projects and experiments, students gain practical experience in designing lighting concepts that contribute to the overall ambiance, functionality, and experience of interior and exterior spaces.

1 Course to be chosen by the student:

URBAN DESIGN

Students delve into the planning and design of urban systems, aiming to create sustainable, functional, and visually appealing cities and environments. The workshop covers topics such as urban planning principles, site analysis, zoning regulations, transportation systems, and the design of public spaces. Students learn how to address urban challenges, including population growth, sustainability, and social equity, through thoughtful design interventions. Working on projects and case studies, students explore how to create urban design solutions that prioritise walkability, green spaces, mixed land uses, and community engagement. Students are equipped with the skills to envision and implement urban design projects that enhance residents' quality of life and contribute to the vitality of urban areas.

DESIGN SYSTEM

Sustainable Design

Students will immerse themselves in creating environmentally conscious and socially responsible design solutions. The studio focuses on integrating sustainability principles, ethical practices, and regenerative design concepts into the design process. Students explore topics such as eco-friendly materials, energy efficiency, waste reduction, and circular design strategies. Through hands-on projects and collaborative work, they develop sustainable design solutions that prioritise environmental stewardship, social equity, and long-term viability.

The emphasis is on cultivating students' ability to design with a holistic approach, considering the impact of their designs on the planet, people, and communities, and fostering a mindset of responsible design practice that is mindful of the well-being of future generations.

Additional Training Activities

Students are required to participate in and report on interdisciplinary conferences and seminars, extracurricular activities and productions, professional design projects, project-based learning experiences, and international exchanges and projects.

Semester VI

CAREER DEVELOPMENT

The course equips students with the essential skills and knowledge needed to navigate their professional journeys successfully. It covers key areas such as CV writing, interview techniques, and portfolio building. Through a combination of practical exercises and lectures, students will learn how to effectively promote themselves, identify career opportunities, and build a professional network. Additionally, the course includes sessions on career planning, goal setting, and understanding industry trends to enhance their professional development. By the end of the course, students will have developed a career plan and gained the confidence to pursue their professional aspirations.

ADDITIONAL TRAINING ACTIVITIES

Internship/Project Learning Experience

This module provides students with practical, hands-on experience through an internship or project-based learning experience. It offers the opportunity to apply theoretical knowledge in real-world settings, working directly with industry professionals or on real-life projects. Students will gain valuable insights into the design field, develop practical skills, and enhance their understanding of industry practices. This experience is designed to bridge academic learning with professional exposure, preparing students for future career success.

1 Specialisation Course to be chosen by the student:

AFU: FINAL WORKSHOP (INTERIOR DESIGN & URBAN VISION)

AFU: FINAL WORKSHOP (PRODUCT DESIGN & VALUE)

AFU: FINAL WORKSHOP (UX DESIGN)

Thesis Workshop

The thesis workshop guides students through the process of developing and structuring their final project. It focuses on research methodologies, critical analysis, project development, and academic writing skills. Students will gain knowledge on conducting research, generating insights, defining concepts, and creating a coherent project. Through interactive sessions and peer reviews, students will refine their proposals and advance their thesis projects.

Thesis Tutoring

In this module, students receive personalised guidance and support from faculty advisors. It offers one-on-one mentoring to address individual challenges and ensure steady progress on the thesis project. Regular feedback sessions will help students refine their work, maintain focus, and achieve academic excellence. This module is designed to assist students in the final stages of their research and project development, ensuring their final thesis meets the highest standards.

Final Project

The Final Project involves presenting a comprehensive thesis to an academic committee, which will assess the work and assign the final grade. To be eligible, students must have completed all required exams and fulfilled any necessary prerequisites. This pivotal moment showcases the culmination of their academic journey, demonstrating their ability to apply knowledge and skills to a creative project. The final project presentation offers students the opportunity to articulate their findings, defend their work, and receive valuable feedback from the committee for their future careers.

Learning outcomes



The programme aims to:

- Develop a thorough understanding of the design process and methodologies, encompassing everything from research through concept and verification to final product, including sketching, model making, prototyping, and presentation.
- Acquire expertise in selecting and working with suitable materials and technologies to meet project objectives.
- Cultivate the ability to analyse and comprehend industry trends, technological advancements, and societal changes to inform design decisions and guide the creative process.
- Master digital tools and technologies that facilitate visual design, computer-aided design, fabrication, and interactive workflows .

Additionally, the various specialisations have more specific learning outcomes, such as:

Interior Design & Urban Vision

Design spaces starting from an analysis of how interior and exterior areas interact with one another.

Product Design & Value

Create products that align reciprocal value and expectations between shareholders, stakeholders, and customers.

UX Design

Create digital products, services, user experiences across different system levels.

Career Opportunities

The programme prepares students for a career in the following advanced roles:

- Product Designer
- Interior Designer
- Landscape Designer
- UX Designer
- Design Consultant
- Design Entrepreneur
- Art Director
- Visual Designer

Depending on their chosen specialised track, students can further tailor their career paths.

Interior Design & Urban Vision:

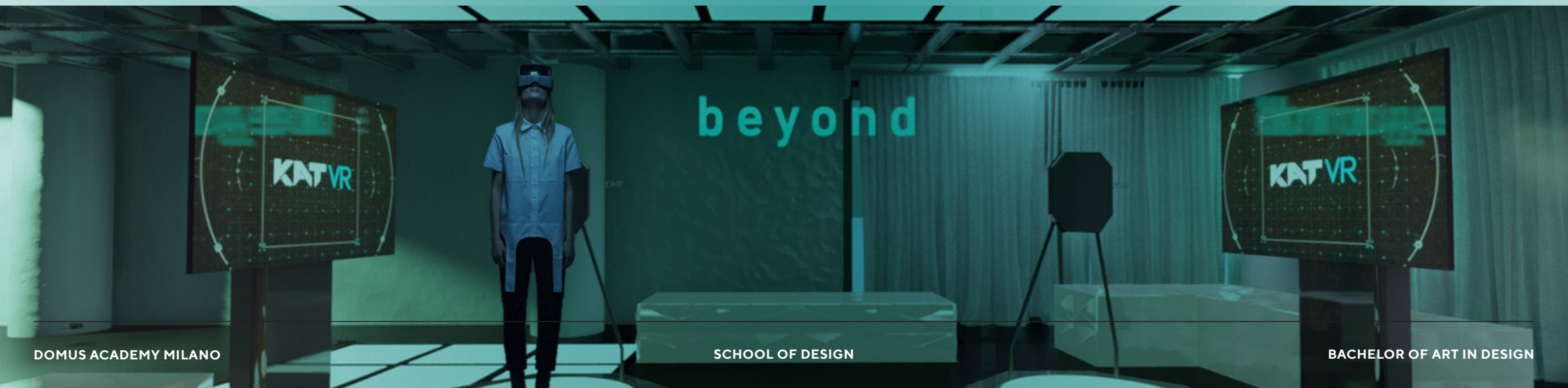
Interior Designer, Urban Designer, Exhibition Designer, Landscape Designer, Lighting Designer, Retail Designer, Space Planner, City Planner, Hospitality Designer, Environmental Designer, Design Consultant, Generative Designer, Service Designer, Visual & Communication Designer, Art Director.

Product Design & Value:

Product Designer, Lighting Designer, Digital Product Designer, Furniture Designer, Packaging Designer, Circular Product Designer, Product Lifecycle Manager, Product Development Manager, Smart Product Designer, Design Consultant, Generative Designer, Service Designer, Visual & Communication Designer, Art Director.

UX Design:

User Experience (UX) Designer, User Interface (UI) Designer, Service Designer, Interaction Designer, Motion Graphic Designer, Product Designer, Digital Product Designer, Information Designer, Gamification Designer, Customer Experience Designer, Design Consultant, Generative Designer, Visual & Communication Designer, Art Director.



Admission Process

1. CHECK ENTRY REQUIREMENTS

General entry requirements include:

- The title is an official upper secondary school leaving qualification of the foreign education system of reference;
- The qualification allows entry to first-cycle academic courses in the foreign education system of reference;
- The qualification has been conferred after an overall path of at least 12 years of schooling*;
- Where foreseen in the country of origin, students are also requested to pass an academic suitability test /national university entrance exam

*In the calculation of the twelve years a pre-school year may be considered as long as the programme includes the teaching of reading and writing of the language of the Country and the first elements of arithmetic (Peru, Costa Rica and Venezuela)

For certain educational qualifications and systems*, specific requirements or conditions are identified by the Italian Ministry of Education, Universities and Research, please get in touch with Counsellors before applying if you are under one of the following categories:

- 11-year of total schooling
- US High School Diploma
- British qualifications
- International Baccalaureate
- Students who attended more than one upper secondary education institution

* These are just a few non-exhaustive examples. To receive complete and up-to-date information regarding special requirements for certain qualifications, please contact the school

2. PREPARE SUPPORTING DOCUMENTS

The required documents for application are:

- Personal Statement (specific guidelines in the application form)
- Copy of the higher secondary school diploma or final year school attendance certificate in original language and translation if necessary*
- Copy of the higher secondary school transcripts in original language and translation if necessary*
- If applicable, copy of the final document for the National test or final exam necessary to enter a higher education institution *
- If applicable, copy of the final document for Foundation year (certificate of completion along with transcripts) or further studies at University/Academy level (transcripts and study plan) *
- English language certificate IELTS 5.0 or equivalent
- Copy of passport
- Payment receipt of Euro 100 application fee

*Alternative accepted languages: Italian, French, Spanish

3. SUBMIT THE APPLICATION

You can apply through our DEA, our official online application portal:

admissions.domusacademy.com/dadea/

Please notice that if you are supported by an external educational counsellor your representative will send us directly your application pack.

4. ENROL IN THE PROGRAMME

Upon being offered a place, you must secure it by submitting the Enrolment Form and a receipt showing the payment of the pre-enrolment fee within official deadline provided in the admission letter;

Admissions office will inform you on documents needed for enrolment and matriculation to the course. Domus Academy will assist you for visa application.

Non-European students will need to apply for study visa via Universitaly

www.universitaly.it

and will have to check with the Italian Embassy or Consulate of reference for the proper documents needed.

Domus Academy

Founded in Milan in 1982, Domus Academy stands as the school of the magnificent Italian Design Movement, immersing students in the rich legacy of Italian Design and Fashion.

As a forward-thinking hub of design innovation, it fosters a collaborative environment where students tackle future-focused projects.

With its Academic Master Programmes, 2-year Master of Arts Programmes and 3-year Bachelor of Arts Programmes, its international perspective and unique “learning by designing” approach, Domus Academy stands out as a benchmark in education, while investigating innovation and shaping the future of Design transformation.

It is a place where students can discover new realities, boost their careers, and invent professional trajectories aligned with tomorrow’s market demands.



Galileo Global Education, a world leader in independent higher education with 210,000 students, 61 schools and 106 campuses in 18 countries, has placed employability and innovation at the heart of its strategy for 15 years.

Galileo Global Education's mission is to enable everyone, whatever their starting point, to express their potential and develop their employability sustainably through a skills-based pedagogy.

The Group's vision: to shake up the world of Education through innovation, and the hybridisation of disciplines, teaching methods, schools and geographies.

The Group's schools, which specialise in digital, business, design, digital communications, health, arts and culture, share the same vision of higher education: the importance of interdisciplinarity, student support, high-quality training, international culture and professional integration.

Domus Academy is part of the following associations:





DOMUS ACADEMY
MILANO