



The Master in I-design combining interaction design, skills and approach with cross-disciplinary culture offers the possibility to generate interaction design concepts and strategies interpreting the Information and Communication Technology (ICT) potentialities, integrating design sensitivity with market-oriented technological and business competencies.

YEAR 2007

MASTER IN I-DESIGN

INTERACTIVE OBJECTS, SPACES AND SERVICES

Masters degree
validated and
awarded by the
University of Wales

What is the Masters programme and what do its students learn?

The one year programme leads to the award of our Masters Diploma in I-Design. The programme is validated by the University of Wales; that means that students having the required qualifications will be conferred the Master Diploma of University of Wales, recognized by the UK education system. Our students learn to design interactive products, services and experiences based on Information and Communication Technology.

How is the programme organized?

The academic year, from January to December has two semesters divided by a summer break. The first part is dedicated to a full immersion teamwork design activity; the second part is devoted to the development of an individual Thesis.

How is learning and teaching done?

The programme is based on a "learning by designing" approach: the educational activities are structured like a small/medium size design studio, with workshops and laboratories where students and teaching staff, often external professionals, work together experimenting and acquiring new skills. There are also regular "critiques" in which students present ongoing or completed projects to the academic community and invited guests.

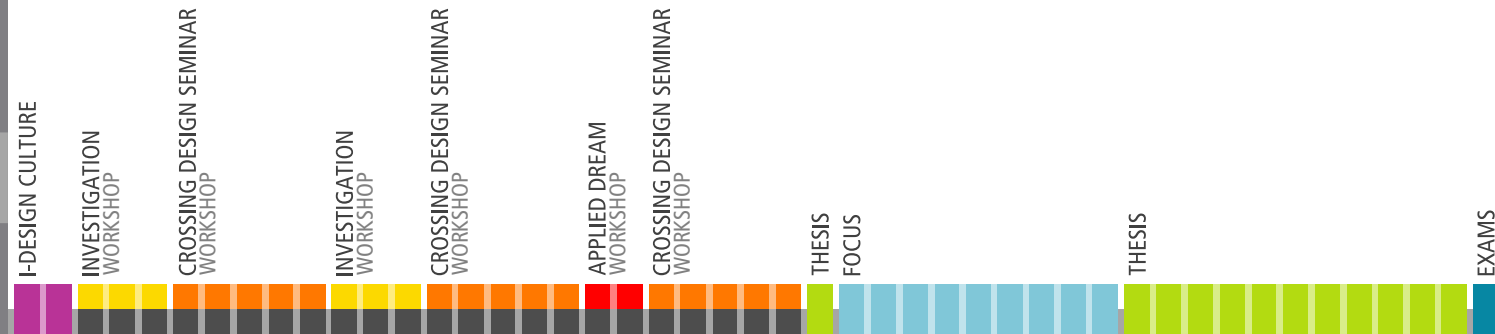
Where do our students and faculty come from?

From diverse cultures, backgrounds and professional experiences - currently, considering the entire institute, from more than thirty countries and over a dozen different disciplines, like architecture and art, business studies, computer science, engineering, graphic, fashion and product design, psychology and cognitive science. DA is a melting pot where people coming from different countries and cultures share an immersive one-year experience based on cultural pollination and exchange. All courses are taught in English or Italian with simultaneous translation when necessary.

AIMS

What is the aim of the Masters programme?

To provide student/designers with practical and conceptual skills to carry out a "problem setting" activity using their imagination to develop concepts, scenarios and strategies based on the introduction of Information & Communication Technology (ICT) in the everyday life environment, integrating design and creative sensitivity to more technical and market-oriented competence. The programme aims to develop strong professional skills in its graduates to prepare them for leading roles in the world of interaction design. Participants will develop skills and competences to get to different design and strategic positions, such as: Interaction Designer, User Experience Designer, Creative Director, Strategist and Design Director.



PROGRAMME STRUCTURE

What does the programme offer?

The first semester includes a combination of skill and vision based activities. It gives students at least a working familiarity with the interaction design fundamentals and develops their ability to negotiate and meaning-building in a continuous confrontation with other disciplines. In particular they learn to generate, assess and prototype their ideas effectively. In the second semester students will have chosen a specific interaction design theme within the range of I-Design expertise. Thence, they intensely explore this finding their position in the design process, strengthening their talent, elaborating a personal perspective, and assuming a multi-dimensional point of view based on the understanding of the complexity of design activity nowadays.

What happens during the year?

The year starts with a basic course dedicated to **INTERACTION DESIGN CULTURE**, followed by a series of **DESIGN WORKSHOPS**. Workshop activity includes two **Investigations** and three **Crossing Design Seminars** – projects combining tutored studio work with lectures, discussion and critique sessions. Running parallel with these are associated skills workshops and seminar series. Once in the year students will participate to **APPLIED DREAMS** – real-world projects, many done in collaboration with international companies. During the course of the year a set of short activities will be organized such as: I-Design Portrait – an investigation to explore the boundaries of interaction design - and Design Around... – a one week project organized in occasion of relevant events such as the Salone del Mobile. At the end of the first semester students will start their **THESIS** project drafting a proposal and researching its background. The year will be closed with the Thesis examination and a Final Event.



What is I-design Culture?

A two to four week intensive module to start the academic year carried out in cooperation with the Master in Design with the goal to introduce relevant I-Design topics and to launch the lecture series "Thematic Fields and Explorations". Aim of the module is to interweave the world of interaction and ICT to design culture, to social and economic sciences, arts and technological experimentation, in a perspective of cross-disciplinary contamination.

What are Thematic fields and Explorations?

Thematic fields represent the disciplinary backbone of the I-Design Master including lectures and discussions on interactive media, tangible interfaces, digital communication, service design, media entertainment and business design.

Explorations represent the link between I-Design perspective and the cultural/economical context proposing an insight in the state of the art of technology and creativity through presentation of case histories by companies, studios and research centres operating in the field.

Both Thematic Fields and Explorations have a fundamental orientation role and contribute to the understanding of the potentialities and to the definition of the role of interactivity at the crossing point between design culture, market strategies and technological innovation.

What are Investigations?

Investigations are design projects lasting from three to four weeks. The week is divided into 'skills' days and 'studio' days. On skills days students concentrate on acquiring or developing the skills they need to apply to the design problem confronted in the studio part of the Investigation. Each Investigation has a separate focus on a fundamental aspect of interaction design. The first Investigation is into graphical user interfaces and programming. The skills classes, divided according to past experience, cover graphic information design and programming. One group will be composed of students that have extensive experience in computing and that are considered to be beginners in design, while the other group will be composed of students being advanced in design and having less experience in computing. The second Investigation is into physical interaction design and the basic electronics necessary for prototyping physical interactions.

What are Crossing Design Seminars?

Lasting four to six weeks, they aim at creating concepts and scenarios addressing subjects such as interactive objects, tools and environments, media formats and languages, and digital services. They are organized in strict conjunction with the other Master classes – Design, Interior, Business, Car Design and Mobility, Fashion and Accessories, Urban and Architecture – and with DARC, the research department of DA. Every student will be exposed to innovative research topics and participating to cross-disciplinary, team-based activity and will be supported in performing a specific role, in developing a sensibility towards the understanding of the process, in collaborating with others to integrate and hack resources coming from different sources, and in facilitating the knowledge transfer.

What are the themes?

The design activity held in conjunction with strategic partners and/or corporate sponsors explores different research topics merging the DA-IDI vision on design with the input coming from research, market and corporate culture.

I-Design themes are, on one side, the sedimentation of the design challenges experimented in the past years of research and educational activity, on the other side, they represent the framework for orientating future activities.

DA INVITED LECTURERS OF THE LAST YEARS

Leandro Agrò, Idearium
 Imran Ali, Wanadoo - Orange
 Flavio Albanese, ASA Studio Albanese
 Emmanuel Babled, Emmanuel Babled Studio
 Pieter Bannenberg, NL Architects / Droog Design
 Beltran Berrocal, progetto 2501
 Franco Bolelli, Philosopher
 Andrea Branzi, Politecnico di Milano
 Ampelio Bucci, MIES
 Giulio Cappellini, Cappellini
 Mauricio Cardenas, Architect
 Giulio Ceppi, Total Tool
 Aldo Cibic, Cibic & Partners
 Giorgio De Michelis, Università di Milano Bicocca
 Michele De Lucchi, Studio aMDL

Lorenzo Fluxas & Marti Guixè, Camper
 Rock Galpin, Studio Orange
 Stefano Giovannoni, Studio Giovannoni
 Antonietta Grasso, Xerox Research centre Europe
 Henrik Hautop Lund, Adaptronics Group
 Peter Helenek, Mattel
 Hiroshi Ishii, MIT Media Lab
 Jean-Baptiste Labrune, Université Paris-Sud
 Ezio Manzini, Politecnico di Milano
 Patrizia Marti, Deep Blue
 Heather Martin, Interaction Design Institute Ivrea
 Stefano Mirti, Interaction design lab
 Maurizio Mesenzani, Butera e Partners
 Axel Meyer, Nokia
 Renato Montagner, Change Design

Francesco Morace, Future Concept Lab
 Roberto Paci Dalò, Giardini Pensili
 Domenico Pisaturo, Creative Communications
 Leonardo Previ, Trivioquadriovio
 Hani Rashid, Asymptote
 Antonio Riello, Artist
 Antonio Rizzo, Università di Siena
 Job Rutgers, Philips Design
 Leonardo Sangiorgi, Studio Azzurro
 Antonio Somaini, Art Critic
 Marco Susani & Roberto Tagliabue, Motorola
 Mario Trimarchi, Fragile
 Denis Valle, D&G
 Clemens Weisshaar, OMA



What are Applied Dreams?

Two-week real-world projects usually in collaboration with international companies. Students are divided into workshops, each of which is usually associated with an industrial or professional partner and an area of mutual interest.

What is their aim?

To develop a range of concepts for future products and services, using rapid and collaborative design iterations and having regard to market environments. The design brief is planned to fit I-Design educational needs while offering the collaborating partner, through exposure to the insights and approaches of the students, an opportunity for creative refreshment. Some of the workshops act as feasibility studies for potential I-Design Innovation Projects.

What is a Focus?

A one month training period at the end of the workshops activity: students will be given the opportunity to focus on specific aspects that relate to the entrepreneur reality of interactive design through technical visits and discussions with professionals. In this period students will have the chance to refine the presentations of the projects developed during the workshop activity and to prepare a personal portfolio.

What is the Thesis?

The main activity in the second semester is a design research project in which students investigate an interaction design theme, each chosen by the student within a research framework proposed by the faculty in close relation with corporate and market processes. Design research project differs from an ordinary design project in that it produces not just a design but also more universally applicable knowledge or insight which helps people design better in the future. The Thesis project is presented in the form of a visual presentation, a written report, and an exhibit or installation at the Final Event.

PROJECT LEADERS AND DESIGNERS

Massimo Banzi, Interaction Design Lab
 Stefano Cardini, Trivioquadrivio
 Neil Churcher, Interaction Design Institute Ivrea
 Jozeph Forakis, Studio Forakis
 Setsu Ito, Studio Ito Design
 Alessandro La Spada, Designer
 Paolo Lorini, Samsung
 Jae Kyu Lee, Donegani & Lauda
 Claudio Moderini, Director of Master in I-Design
 Andrea Secchi, Makio Hasuike & Co
 Fabio Sergio, Interaction Design Institute Ivrea
 Pascal Tarabay, Flat
 Marco Valente, Telonius Whitehead design
 Jan Christoph Zoels, Experientia

COMPANIES / INSTITUTIONS

3M
 Butera e Partners
 Camper
 Canon
 Cappellini
 Colorado Film
 Deep Blue
 Elica
 Eurocontrol
 Fujitsu
 Future Concept Lab
 Garage
 Logstoffs.com
 Macef
 Mediamarkt
 Microsoft Network
 Mitsubishi Electronics
 Nokia
 Pioneer
 Samsung
 Scuola Superiore S. Anna
 Tag Heuer
 TDK
 Total Tool
 Trivioquadrivio
 Università di Milano Bicocca

What is the target of the Master in I-design?

The Master in I-Design is open to candidates with a background and/or professional experience in specific fields, such as: Architecture, Economics, Management, Industrial Design, Fashion Design, Engineering, Media and Web Design, Visual and graphic Design, Communication Science and Computer Science.

What about the Enrolment?

There is a fixed maximum number of students: there will therefore be a selection made on the basis of the items required for the admission. The enrolment deadline is **November 30th**. You must send your application form with your motivation letter, curriculum vitae, portfolio and works to Domus Academy before the above-mentioned deadlines. A fluent English level is requested.

The tuition fee of the Master course is **13.000 Euro + 20% VAT for EU citizens** and **17.000 Euro + 20% VAT for non-EU citizens**. Special terms of payment will be awarded by the direction, and their decision will be unquestionable.

Applications, with the above-mentioned items, must be sent to Domus Academy – I-Design Department within September 30th for the first scholarships session and within November 30th for the second one.

What kind of qualification do students obtain?

The students who will complete the course will obtain a Master Diploma of Domus Academy. Students, upon acceptance of University of Wales, will be conferred the Master Diploma of University of Wales, which has the value of 180 credits.

Where the location and what the schedule?

The course will be held at Domus Academy (education entrance), via Watt 37, 20143 Milan. The lectures and the workshop project sessions are from 9:30 am to 1:00 pm, and from 2:00 pm to 5:00 pm. Attendance is compulsory. Simultaneous translation into English is available during the first months of the course. Foreign students can participate in an Italian course administered at the school premises during hours that do not interfere with the Master Course schedule. The tuition fee is at students' charge.

What about accommodation in Milan?

During the first weeks the students usually stay in one of the Milanese residences included in a list provided by the school together with the admission papers. In the meantime the Accommodation Service of Domus Academy will help students in finding the most suitable housing solution.

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