



DESIGN DEPARTMENT

master in I-DESIGN

interactive objects, spaces and services

The Master in I-Design 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.

DURATION

11 months

ACADEMIC YEAR

from January to December

CONTACT

infoidesign@domusacademy.it

THE COURSE

The first semester includes a combination of **skill and vision based activities**. It gives students a working familiarity with the interaction design fundamentals. 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. The academic year starts with a basic course dedicated to **Interaction Design Culture**, followed by a series of design workshops.



WORKSHOPS

Workshop activity includes two **investigations** and three crossing design seminars – projects combining tutored studio work with lectures, discussion and critique sessions. Once during the year, the students will participate to **Applied Dreams** – real-world projects, often done in collaboration with international companies.

FINAL MASTER THESIS

At the end of the first semester the students will start their thesis project drafting a proposal. The working process on the thesis continues until the end of November, when the Final Master Thesis will be examined.

THE OBJECTIVE

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 AUDIENCE

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

THE FUTURE

The program prepares its graduates 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.

VALIDATION

MASTER DEGREE VALIDATED AND AWARDED BY THE UNIVERSITY OF WALES WITH A VALUE OF 180 CREDITS

INFORMATION

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TUITION FEE

13.000 EURO + 20%VAT FOR EU CITIZENS
17.000 EURO + 20%VAT FOR NON-EU CITIZENS

LANGUAGE

ITALIAN WITH **SIMULTANEOUS TRANSLATION TO ENGLISH** FOR THE FIRST MONTHS / PRE COURSE AND AFTERNOON EVENING ITALIAN LANGUAGE COURSES AVAILABLE THROUGH OUR **PARTNER LANGUAGE SCHOOL**

THE MASTER HAS WORKED WITH:

3M

Camper

Canon

Eurocontrol

Fujitsu

Mattel

Mediamarkt

Microsoft Network

Motorola

Nokia

Pioneer

Samsung

TDK