

# Master in I-Design

Milano, January 9 - December 5 2002

Domus Academy was established in 1983 as a post-graduate school and a cultural laboratory for Italian Design and Fashion. Today the roots of Domus Academy remain in Italy but its activities branch out internationally, encompassing initiatives aimed at enriching and updating project design worldwide. Thus Domus Academy has become a true meeting-point for the world of Design, Interaction and Web Design, Fashion and Management.

The new **Master in I-Design** was born on a unique challenge: bring the culture of Italian Design in the world of net-economy.

The Master in I-Design evolved naturally out of a series of educational and research initiatives developed by Domus Academy, since 1993, centring around the theme of technological innovation and the design of intangible relationships with interactive objects and services.

The Master in I-Design is a part of a permanent laboratory on the subject of digital information, which centres around the idea of design as *awareness of a changing world* and as *a way of learning through design*.

## Why I-Design?

I-Design as a direct reference to information and interaction themes but also to the Italian Design culture and the prestige of Made in Italy, as an original approach combining Design with corporate culture.

I-Design as a concept which matches creative/design skills and media understanding with the ability to transform ideas into e-business opportunities, through different perspectives related to market strategy and visions.

## Goals

The Master in I-Design mainly aims at providing participants with the conceptual and operational tools to play active and central roles in the world of net-economy, matching design and creative skills to much more technical market-oriented competence.

The participants will develop skills and competencies to get to different strategic and design positions: from assistance to Project Managers and to Chief Creative Officer, to roles of PM, CCO, Producer, Director or Strategist and Account or Vice President.

## Structure

The Master is based on four different units:

**Design culture:** the first unit (2 months) focuses on the relationship between the world of net-economy and the culture of Design. It will be carried out in cooperation with the other educational activities (in particular with the Master Courses in Design and in Fashion Design). It aims at integrating the Design, Visual Design, Interaction and Information Design culture with social and economic sciences, arts and technological experience in a real disciplinary contamination. At the same time, a training activity will give students the basic methodology and software tools to develop their projects.

**Design workshops:** the main unit of the course (3 months) consists of workshops on different topics, supported by visiting professors. These seminars will address subjects related to network creativity, corporate culture and branding, development of digital media new services and creation of e-business scenarios and strategies.

**Internship:** a three-month work experience, aimed at further investigating specific aspects of the corporate scenario in the digital media for the development of the final project.

**Final project:** the last unit (2 months) will include seminars of investigation on themes such as Design research, methodologies and vision, and use of advanced software tools, in close relation with business and market issues, targeted to the development of an individual Master project.

## Thematic fields:

**Interactive Media:** designing the relationships with media, interactive and highly performing artefacts and systems.  
*Responsible: Claudio Moderini, Domus Academy*

**Design of Services:** designing service performances and functionality, and the quality of their interfaces with users.  
*Responsible: Elena Pacenti, Domus Academy*

**User Experience:** designing usability as well as cognitive and experiential quality of interactive systems and tools.  
*Responsible: Leandro Agro, altoprofilo*

**Entrepreneurship:** investigating the forms of a new entrepreneurial culture open to the contamination between technology, design and creativity.  
*Responsible: Leonardo Previ, Trivioquadrivio*

## Investigations:

**Technologies:** a constant update on technological development aimed at the final realization, and at the strategic orientation of design solutions.

**Creativity:** the art world as the territory for experimentation of new communication forms based on the potentials of new technologies.

**Case Histories:** presentation of case histories by major companies and research centers working in the field of web, Information Technology, e-business, digital products and consumer electronics.

## Domus Academy:

Claudio Moderini  
Elena Pacenti

Stefano Cardini  
Silvio Cioni  
Alessandro Luzi

## Invited Lecturers Network

Janet Abrams, UNIVERSITY OF MINNESOTA  
Giovanni Anceschi, POLITECNICO DI MILANO  
Anton Andrews, Mark Hartevelt, PHILIPS DESIGN  
Franco Berardi, COLLANA ET  
Tim Brown, Sarah Campbell, IDEO  
Gianluca Brugnoli, GRAPES E-VISION  
Fulvio Carmagnola, RADAR  
Gianroberto Casaleggio, WEBEGG  
Federico Casalegno, FUTURE OF LEARNING, MIT  
Vincenzo Chiarandà, Anna Stuart, UNDO.NET  
Mariano Corso, UNIVERSITÀ DI PISA  
Paolo Dario, Eugenio Guglielmelli, SSSA - ARTS LAB  
Derrick de Kerchove, MCLUHAN PROGRAM  
Giorgio De Michelis, UNIVERSITÀ DI MILANO BICOCCA  
Giacchino Difazio, ALTOPROFILO  
Tony Dunne, Bill Gaver, Fiona Raby, RCD-CRD  
Antony Flackett, MASSART  
Antonietta Grasso, XEROX  
Mike Harrison, DEPEND  
Franco La Cecla, UNIVERSITÀ DI RAVENNA  
Giacchino La Vecchia, W3C ITALIAN OFFICE-ACCENTURE  
Ezio Manzini, POLITECNICO DI MILANO  
Patrizia Marti, Antonio Rizzo, UNIVERSITÀ DI SIENA  
Maria Grazia Mattei, MGM DIGITAL COMMUNICATION  
Rosella Migliavacca, YAHOO! ITALIA  
Pietro Montefusco, VIRGILIO  
Roberto Paci Dalò, GIARDINI PENSIILI  
Remo Pareschi, LONGITUDE  
Paolo Rosa, STUDIO AZZURRO  
Jeffrey Shaw, ZKM  
Nita Sturiale, HARVARD UNIVERSITY  
Marco Susani, MOTOROLA  
Marco Trezzi, WEBMAP  
Kristi van Riet, DOORS OF PERCEPTION

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## For information:

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## target

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

## registration

Participation is restricted to a fixed number of students selected on the basis of the documentation they are required to send in. Applications must be presented no later than 30 November 2001. By this date applicants must send Domus Academy a letter of application explaining why he/she wants to attend the course, a curriculum vitae and a portfolio of projects when available. The tuition fee for the Master is € 15.000 + IVA 20% (total amount € 18.000). Some partial scholarships are available. Scholarships are granted by the management and decisions are not open to question. Scholarship applications must be presented no later than 31 October 2001, together with the material specified above.

## didactic tools

A range of services and some basic communication tools will be offered as a support to training: a web site, a web space dedicated and open to students, free access to on-line studying resources and a workspace where to share and develop projects.

A personal laptop will be given to each participant.

## schedule

The course will be held at Domus Academy, Via Savona 97, 20144 Milano. The first unit lessons and workshop sessions will be held Monday to Friday, from 9:30 a.m. to 1:00 p.m. and from 2:00 to 5:00 p.m.