

POLITECNICO DI MILANO



Academic Year 2017/18

School of Design

Degree Programme of:

Design for the Fashion System

Laurea Magistrale (Equivalent To Master Of Science)

Milano Bovisa Campus

1. General Information

School	School of Design
Code Reference Law	1097
Name	Design for the Fashion System
Reference Law	Ordinamento 270/04
Class of degree	LM-12 - Design
Degree level	Laurea Magistrale (Equivalent To Master Of Science)
First year of activation	2010/2011
Official length of the programme	2
Years of the programme already activated	1,2
Official language(s)	English
Campus	Milano
Dean of the School	Luisa Maria Virginia Collina
Coordinator of the Study programme	Alba Cappellieri
Website of the School	http://www.design.polimi.it
Website of the Study programme	http://www.moda.polimi.it

Student Office (Study programme)

Reference office	Centro Orientamento Studenti Scuola Design
Address	Via Candiani 72, 20158 Milano
Phone	02 2399 7277

Central Student Office

Address	VIA LAMBRUSCHINI, 15 (MI)
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2. General presentation of the study programme

The Laurea Magistrale programme in Design for the Fashion System, henceforth referred to for the sake of brevity as Design for the Fashion System, is designed to train highly qualified professionals capable of promoting the international level competitiveness of the fashion system in both the manufacturing context and in strategic fashion business processes.

Specific courses relating to fashion products - men's wear, women's wear, accessories, sportswear and underwear - will thus be offered together with courses studying materials, technologies and the sector's characteristic working methods in depth as well as competition logic and distribution, sales and communication processes, trends, scenarios and cultural values.

Politecnica fashion is strongly oriented towards research and experimentation in both high craft and high tech, the craft dimension with the technological dimension, handmade together with the most up-to-date modelling software to provide students with the chance to work in any fashion system company. To this end the course includes a great deal of laboratory work which is an important opportunity for manual practice which, together with experimentation and research into materials and technologies, combine in the research and design work which make up the degree thesis.

Internships at certified companies or professional studios, bodies and institutions are also a mandatory part of the course. This LM's specialisation and progressive professional figure structuring is reflected in the chance to attend specialist sector training courses which can also be a feature of the degree theses and internships. As well as clothing, sectors of special interest which offer opportunities for specialisation are sportswear, underwear, accessories, knitwear and jewellery, contexts of crucial importance in the Italian manufacturing system and sectors in which staff and innovation are much in demand.

In this way this Laurea Magistrale supplies students with integrated skills in the product-service system which lead to cross sector employment opportunities within the fashion chain and its businesses.

For more information see the website of the degree course

<http://www.moda.polimi.it>

3. Learning objectives

By 'Fashion System' is meant the integrated system of products, processes and services which define and make up the fashion market. The Fashion System works on a collection of products such as clothing in the prêt-à-porter context, casual wear and sportswear, accessories such as footwear, bags, small leather items, jewellery, knitwear and underwear but also the products characteristic of recent range additions employed by fashion brands such as home textile accessories.

The intention of this Laurea Magistrale is to train innovation, research and experimentation oriented designers capable of interpreting design as a strategic element in fashion business innovation.

The following are central objectives in the training of Design for the Fashion System graduates: acquiring a cultural and aesthetic language, an ability to critically evaluate the impact of design on the social, cultural and economic context as well as strategic planning and management skills.

The Laurea Magistrale educational programme is thus designed for systemic training understood as training in the various product, process and service components.

A further objective of the course of study is to develop students' ability to assist in the coherent translation of product values into a range of supports and communication events (from trade communication to advertising) and sales space/moments (from events to retail visualising).

The programme is structured within the framework of the design culture sphere (ICAR/13).

The aim of this subject module is to help students to develop their own individual style and design autonomy, acquiring expressive maturity and experimenting with design processes starting with brand identification and continuing in fashion product, communication and distribution systems. Subjects relating to the evolution of cultural production systems (SSD L-ART/03; M-FIL/04; M-DEA/01).

The aim of this subject module is to assist students in the acquisition of the ability to codify and interpret artistic languages with special reference to those which have most to do with the evolution of fashion products such as graphic art, contemporary art, cinema, photography and new media.

Subject module relating to the evolution of social and consumer practices (SSD SPS/07; SPS/08).

The aim of this subject module to help students to acquire analytical skills and the ability to codify and interpret social and consumption interaction practices with special reference to the understanding of the dynamics of fashion product use as crucial components within cultural and communication processes.

Subject module relating to corporate culture and competitiveness models (SSD SECS-P/08).

The aim of this subject module is to give students a grounding in evolutionary dynamics and the characteristics of current sector chain and organisation systems, an understanding of prevalent business models in the fashion sphere and a grasp of organisational and entrepreneurial skills.

Subject module relating to innovation and technology transfer (SSD ING-IND/22; INF/01)

The aim of this subject module is to assist students in the acquisition of research and technological innovation transfer skills with special reference to materials and techniques innovation with the objective of integrating new aesthetic and functional qualities into products. This module also pays special attention to logistics and systems innovation including acquiring innovative IT managed process tools.

The programme will conclude with an individual Laurea Magistrale thesis which must consist of original contents developed by each individual student and expressed in a written dissertation and design work.

The resulting professional is a fashion designer who must: be capable of understanding, managing and co-ordinating a complex design chain (based on components, semi-worked elements, aggregate working processes and services, etc.); be able to interpret the product in a systemic way, i.e. in its entirety - made up of product and goods ranges and a range of brands - and in its market advertising and distribution dimensions; lastly, be able to understand and implement business logics and strategies.

4. Organization of the study programme and further studies

4.1. Structure of the study programme and Qualifications

For every level one Laurea course the School also sets up a related continued study Laurea Magistrale.

Level I Laurea	Level II continued study laurea
Product design	Integrated Product Design
Communication Design	Communication Design
Fashion Design	Design for the Fashion System
Interior Design	Interior and Spatial Design
Product design	Design & Engineering

Mechanical Engineering	
Material and Nanotechnology Engineering	
Product Design/Communication Design/Interior Design/Fashion Design	Product Service System Design
Product Design/Communication Design/Interior Design/Fashion Design	Digital and Interaction Design
Interior Design/ Product Design (Product)	Yacht & cruising vessel design- La Spezia campus

The Laurea Magistrale courses activated by the School of Design are divided up into sections.

Laurea Magistrale in Integrated Product Design Taught in both the Italian and English languages	Active in both the 1st and 2nd years of the Laurea Magistrale <i>Product Section 1 - IP1</i> <i>Product Section 2 - IP2</i>
Laurea Magistrale in Communication Design Taught in both the Italian and English languages	Active in both the 1st and 2nd years of the Laurea Magistrale <i>Communication Section 1 - C_1</i> <i>Communication Section 2 - C_2</i> <i>Communication Section 3 - C_3</i>
Laurea Magistrale in Design for the Fashion System Taught in the English language	Active in both the 1st and 2nd years of the Laurea Magistrale <i>Fashion Section 1 - M_1</i> <i>Fashion Section 2 - M_2</i>
Laurea Magistrale in Interior and Spatial Design Taught in both the Italian and English languages	Active in both the 1st and 2nd years of the Laurea Magistrale <i>Interiors Section 1 - IS1</i> <i>Interiors Section 2 - IS2</i> <i>Interiors Section 3 - IS3</i>
Laurea Magistrale in Design & Engineering Taught in the English language	Active in both the 1st and 2nd years of the Laurea Magistrale <i>D&E Section 1 - DE1</i> <i>D&E Section 2 - DE2</i>
Laurea Magistrale in Product Service System Design Taught in the English language	Active in both the 1st and 2nd years of the LM <i>Product Service System Section 1 - PS_1</i> <i>Product Service System Section 2 - PS_2</i> From the 2nd year of the LM the following section will also be active <i>Section Product Service System 2 - PS_3</i> Only for students studying on the Double degree with Management Engineering project.
Laurea Magistrale in Digital and Interaction Design Taught in the English language	At the 1st year only one section is active Second year not active

N.b. Course teaching can be in mixed Italian and English.

4.2. Further Studies

The qualification grants access to "Dottorato di Ricerca" (Research Doctorate), "Corso di Specializzazione di secondo livello" (2nd level Specialization Course) and "Master Universitario di secondo livello" (2nd level University Master)

5. Professional opportunities and work market

5.1. Professional status of the degree

The career outcomes envisaged for the Laurea Magistrale in Design for the Fashion System are those involving managing design projects within fashion businesses dealing with integrated design of product-service systems co-ordinating project groups and the functions involved in development processes.

Graduates may also find employment in professional studios working in fashion research and product development in the fashion business world. They may also work in creative co-ordination of fashion brands in reference to communication, event organisation and retail space layout processes.

5.2. Careers options and profiles

Design for the Fashion System LM graduates find work in fashion and accessories sector businesses in 'creative management' posts but also in fashion sector research companies (trend institutes, research agencies, etc.) and in advertising and distribution firms and agencies.

The main reference fashion professions are: Creative Director, Fashion Coordinator, Fashion Designer, Accessory Designer, Sportswear Designer, Underwear Designer, Brand manager, Product Manager, Visual Merchandiser, Fashion Journalist, Fashion Curator.

Surveys of University Assessment Commission

https://aunicalogin.polimi.it/aunicalogin/getservizio.xml?id_servizio=204&idApp=1&idLink=4209

6. Enrolment

6.1. Access requirements

Laurea (First degree), or foreign comparable degree

Candidate admission is dependent on assessments of merit and of the contents of previous courses of study. Students from other campuses or dissimilar study programmes will be required to undergo assessment of their educational background in order to identify any supplementary courses of study which may be required before admission to the Laurea Magistrale study programme.

Qualifications required for admission:

- Level I or II laurea;
- Appropriate English languages skills certification.

Updates to the "*Guida all'ammissione alla Laurea Magistrale*" are published every year on the School's site including detailed information on the material required for admission applications, how to register and deadlines, admission without assessment and reasons for non admission. Minimum laurea marks required for admission are also shown.

Students requiring supplementary studies prior to admission must fulfil these within one year of the date of assessment.

6.2. Requested knowledge

Students can be admitted to the Laurea Magistrale in either the first or the second semester (only students coming from similar courses or who have fulfilled supplementary educational requirements relating to the assessment semester will be eligible for admission to the 2nd

semester). Available places on the 2nd semester will be published after September admissions procedures are complete.

The Laurea Magistrale in **Design & Engineering** accepts students for 2nd semester admission **only if they have completed the following courses in the 1st semester:** *Product development design studio 1* and *C.I. Design Materials* as individual courses. The Study Programme Board (CCS) will assess whether students have fulfilled their laboratory requirements and effectively attended the course including in subsequent exam sessions.

English language fluency, according to the standards indicated by the university, is a registration pre-requisite. **Certificates must be presented before the assessment registration deadlines.**

Students applying for admission to the Laurea Magistrale must fill in the appropriate online form and will be eligible for admission only if their previous studies fulfil course requirements as assessed by the appropriate board whose decision is final. In the event that students are rejected the board will provide reasons for its decision.

To be eligible for admission to the Laurea Magistrale course students must have level a I level Laurea in category L-4 Industrial Design or another Laurea or equivalent Italian or foreign qualification judged suitable. Candidates' prior educational studies will in any case be assessed and any supplementary studies required will subsequently be assigned.

School of Design students fulfilling NV requirements (parameters relating to student averages and credits awarded in the second year of the course) are exempt from the need to supply support documents to online applications.

Assessment is required for:

- internal and external Politecnico di Milano students without the parameters cited above;
- internal and external graduating students at Politecnico di Milano who have obtained at least 150 ECTS when their applications are presented.

The following students are not eligible for access to the School of Design's Laurea Magistrale programme:

- students who have graduated from the Politecnico di Milano's School of Design with marks of **85/110** or lower;
- students who have graduated from the Politecnico di Milano's and are external to the School of Design with marks of **90/110** or lower;
- students who have graduated from other Italian universities with marks of **95/110** or lower;

N.b. Students who have **graduated** from the Politecnico di Milano's School of Design and Laurea in Engineering with marks of **85/110** or lower are not eligible for admission to the Inter-School Laurea Magistrale in Design and Engineering.

Students who fulfilled admission requirements in previous academic years but did not register for the programme will be required to conform to the new parameters when presenting new assessment applications.

Candidates will be assessed in accordance with the parameters set out in the "Laurea Magistrale Programme Admissions" document available for consultation on the www.design.polimi.it site. Fulfilment of assessment requirements will be notified to candidates by the board in two forms: admission without supplementary educational requirements or admission with supplementary educational requirements.

In the latter cases enrolment will be complete only when the required supplementary educational requirements have been fulfilled. These supplementary requirements must be fulfilled within one year of the date of assessment. Such students can supplement their studies by enrolling on individual courses and Magistrale taught courses to a maximum of 32 ECTS.

For admissions to the 2nd semester for students with supplementary educational requirements

relating to the 1st semester, candidates will be required to reapply for the subsequent To check your supplementary educational requirements consult the Laurea Magistrale Programme Admissions document on the School www.design.polimi.it site.

In addition to educational course assessments, candidates' curricula and other educational or extra educational activities will be subjected to comparative evaluation.

The board can also require written and/or oral tests.

The School reserves the right to accept individual course requirements for single topic and optional courses (note that for admission purposes no more than 32 Laurea Magistrale related ECTS can be recognised).

Students fulfilling NV criteria will be guaranteed admission to one of the Laurea Magistrale programmes selected but not necessarily their first choice depending on availability of places. Supplementary educational requirements can also be required where students are applying to transfer from one Laurea Magistrale course to another in dissimilar fields.

Detailed information relating to admission and enrolment is available on the Guidance and Counselling Office site https://aunicalogin.polimi.it/aunicalogin/getservizio.xml?id_servizio=204&idApp=1&idLink=4549

The educational offer at the Politecnico di Milano

https://aunicalogin.polimi.it/aunicalogin/getservizio.xml?id_servizio=204&idApp=1&idLink=4989

6.3. Deadlines

Places available for admissions:

- **CdLM Design for the Fashion System** (Milan campus): 80 places of which 25 are reserved for non EU students including 5 Chinese students on the “Marco Polo” project.

For enrolment time frames for the Laurea Magistrale consult the Laurea Magistrale Admissions Guide and the 2016/17 academic year calendar.

For the deadlines related to the admission to the Laurea Magistrale, verify the academic rules and the academic calendar 2015/16.

How to become a student at Politecnico di Milano

https://aunicalogin.polimi.it/aunicalogin/getservizio.xml?id_servizio=204&idApp=1&idLink=4315

6.4. Tutoring and students support

The School has supplemented its information and guidance services for future students with the purpose of providing information on the teaching and educational contents of its programmes of study and clarifying future students educational objectives and potential career openings.

For students who are already enrolled at the School guidance activities designed to:

- help students remove any obstacles to their attendance and learning with initiatives tailored to individual student needs, attitudes and requirements;
- encourage a more active participation by students in the educational process.

A reference teacher/tutor has been selected for each study programme and he or she is the official reference point for any School guidance. The service is programme of study specific and deals in particular with:

- support services for students who require help in solving problems or clarifying concepts;
- approval and publishing texts relating to the presentation of laurea courses it represents;
- identification of student projects from each specific laurea course to be used as guidance tools

at Open Days and on the School's official communication channels.

G u i d a n c e a n d C o u n s e l l i n g O f f i c e

https://aunicalogin.polimi.it/aunicalogin/getservizio.xml?id_servizio=204&idApp=1&idLink=3767

Polinternational

https://aunicalogin.polimi.it/aunicalogin/getservizio.xml?id_servizio=204&idApp=1&idLink=4284

7. Contents of the study Program

7.1. Programme requirements

To be eligible for the final examination of Laurea Magistrale, students must:

- To have accomplished 120 credits required in Level II of the Master including the credits related to the Internship and the credits of the final examination.
- To have developed an individual thesis under the guidance of a tutor, which can be either a projectable work, a theoretical-methodological deepening, or a historical/critical analysis.

The final examination of the Laurea Magistrale consists in the discussion of the individual thesis which must be written under the direction of the official teacher, thesis supervisor.

For more information on this subject refer to Regolamento Esame di Laurea Magistrale published on the School website.

7.2. Mode of study

The Laurea Magistrale course is full time activity. It is characterized by many different didactical activities: Monodisciplinary Courses are characterized by theoretic contents communicated by means of ex cathedra lessons and verified throughout the year with tests and interviews.

Integrative Courses cover more than one discipline or specific context, and are taught by two teachers who supplement one another.

Experimental Workshops are taught in the workshops, where the students are given an opportunity to experiment and use the tools used in design professions.

Design Studios involve both a number of internal teachers employed by the Faculty and several external professionals and feature design activities where the students work under the guidance of a team of teachers, each contributing with his or her expertise as related to the subject of the design.

Design Seminars (workshop) are of a duration of one week during which the students develop a project under the guidance of an established and well-known professional or a company.

Erasmus Program and the other international mobility projects enable the students to spend six months studying abroad, at qualified European and non-European design universities.

Professional Apprenticeship enable the student to work with a company or design studio that collaborates with the Polytechnic, under the guidance of a tutor of the Faculty and a tutor appointed by the company.

Conclusive Design Studio represents a complete design experience, linking numerous disciplinary contributions and guiding the students in the choice and development of their Dissertation.

The System Regulations require a series of educational activities (specialist, elective or supplementary) which are present in the course of study in the form of single subject and integrated courses and laboratories in which the Laurea Magistrale's educational content is

conveyed.

In addition to these types of educational activities the System Regulations also require that a specific number of credits are attributed to types of activity which can be categorised as follows:

- educational activities chosen independently by students (Optional courses);
- educational activities relating to preparation for the final exams required for the qualification to be awarded and foreign language assessment (Final exam and Language);
- activities designed to enable students to gain additional language skills, IT, telematic and relational skills which will help them in finding employment as well as educational activities designed to facilitate professional choices by giving students direct experience of working in the sector which the qualification can gain them access to including, in particular, educational work experience and guidance (Internships).

Below is a demonstration of the main characteristics of these activities.

Optional student courses

In the Laurea Magistrale programme 12 credits are awarded to optional courses (equivalent to one course per year).

Students are required to choose their optional courses on presentation of their first year study plans. Similarly when they present their second year study plans they will be required to choose a second course.

The optional courses take place in both 1st and 2nd semesters. Internships - Laurea Magistrale

In Laurea Magistrale students carry out an internship at a company, professional studio, study centre, body, etc. with a partnership agreement with the Politecnico di Milano which fulfils the requirements of current legislation specifying that, on completion of the agreed internship period (minimum 250 hrs, maximum 1 year) a certificate will be issued.

Such internships can be incorporated into students' study plans in either the 1st or the 2nd year of study depending on the organisation of the student's course of study.

Internship is an educational experience which gives students real experience of the world of work. The host company must be aware of and agree to the legal regulations and the need for educational support and the student must accept and show an ability to respect the company's rules and behaviours.

For additional information on how to draw up a study plan, educational priorities,

attendance requirements and exam sessions, etc., you are advised to consult the document "Implementing Norms for Educational Regulations" available for consultation on the School's site.

7.3. Detailed learning objectives

Students' ability to choose the courses and credits to be incorporated into their study plans is subordinate to a series of rules imposed by the School which makes available an educational programme worth 60 credits for each year of the course (nominal courses).

Each year students can choose courses for a different number of credits than that specified by the nominal courses (60 ECTS per year) to graduate their study programmes according to their needs. The minimum number of credits a student can enrol on is 30 unless the number of credits needed for course completion are fewer than this.

The maximum number of credits a student can enrol on is 80, respecting exam priorities.

The current framework of the study plan requires the course exam sequence to be respected as shown in the Regulations.

Courses designed for later years of the programme cannot be inserted into an earlier year study plan ("advance study") unless all previous and current year courses have also been integrated into

it.

The School has also implemented an exam priority sequence on the basis of which certain courses can only be enrolled on if other, introductory courses have already been passed. Students may actually be able to enrol on fewer credits than is nominally the case as a result of this rule.

The System Regulations require a series of educational activities (specialist, elective or supplementary) which are present in the course of study in the form of single subject and integrated courses and laboratories in which the two-year Laurea Magistrale's educational content is conveyed.

Laurea Magistrale

In addition to these types of educational activities the System Regulations also require that a specific number of credits are attributed to types of activity which can be categorised as follows:

- educational activities chosen independently by students (Optional courses);
- educational activities relating to preparation for the final exams required for the qualification to be awarded (Final exam);
- activities designed to enable students to gain additional language skills, IT, telematic and relational skills which will help them in finding employment as well as educational activities designed to facilitate professional choices by giving students direct experience of working in the sector which the qualification can gain them access to including, in particular, educational work experience and guidance (Internships).







1 Year courses - Track: M_1 - Fashion 1

Code	Act type	SSD	Course Title	Language	Sem	Credits (CFU)	CFU Group
051447	B	ICAR/13 ICAR/17 INF/01	FASHION DESIGN STUDIO	EN	1	18.0	18.0
098480	B	ICAR/13 INF/01	RETAIL AND MERCHANDISING DESIGN	EN	2	12.0	12.0
096136	B	ICAR/13	WORKSHOP	EN	1	6.0	6.0
096132	B	SPS/08	COMMUNICATION FOR FASHION	EN	1	6.0	6.0
096155	C	M-DEA/01	TRENDS FORECASTING FOR FASHION	EN	2	6.0	6.0
096158	C	ING-IND/22	FASHION MATERIALS AND TECHNOLOGIES	EN	2	6.0	6.0
Courses defined on the not diversified (***) program, common to all specialization options							

1 Year courses - Track: M_2 - Fashion 2

Code	Act type	SSD	Course Title	Language	Sem	Credits (CFU)	CFU Group
051449	B	ICAR/13 ICAR/17 INF/01	INTERACTIVE FASHION STUDIO	EN	1	18.0	18.0
096163	B	ICAR/13 INF/01	RETAIL AND MERCHANDISING DESIGN	EN	2	12.0	12.0
096136	B	ICAR/13	WORKSHOP	EN	1	6.0	6.0
096132	B	SPS/08	COMMUNICATION FOR FASHION	EN	1	6.0	6.0
096155	C	M-DEA/01	TRENDS FORECASTING FOR FASHION	EN	2	6.0	6.0
096158	C	ING-IND/22	FASHION MATERIALS AND TECHNOLOGIES	EN	2	6.0	6.0
Courses defined on the not diversified (***) program, common to all specialization options							

1 Year courses - Track: *** - offerta comune

Code	Act type	SSD	Course Title	Language	Sem	Credits (CFU)	CFU Group
051446	--	--	 [METAINS] FASHION DESIGN STUDIO/INTERACTIVE FASHION		1	18.0	18.0
096752	--	--	 [METAINS] RETAIL AND MERCHANDISING DESIGN		2	12.0	12.0
096132	--	--	 COMMUNICATION FOR FASHION		1	6.0	6.0
096136	--	--	 WORKSHOP		1	6.0	6.0
096225	--	--	 [METAINS] TRENDS FORECASTING FOR FASHION		2	6.0	6.0
096158	--	--	 FASHION MATERIALS AND TECHNOLOGIES		2	6.0	6.0
092065	B	ICAR/13	LIGHT ART AND DESIGN OF LIGHT	IT	1	6.0	6.0 (Grp. Opz.)
089859	B	ING-IND/35	BUSINESS INNOVATION	EN	1	6.0	
089860	B	SPS/08	USER AND SOCIAL INNOVATION	EN	2	6.0	
092046	B	ICAR/13	TEMPORARY URBAN SOLUTIONS	EN	2 (2)	6.0	
091909	--	ING-IND/14	THE COMPLETE ELEMENT METHOD FOR ANALYSIS OF INDUSTRIAL PRODUCTS	IT	2	6.0	
096736	--	ING-INF/05	VIDEOGAMES DESIGN AND PROGRAMMING	EN	1	6.0	
050537	B	ICAR/13	LICENSING E BRAND EXTENSION	IT	2	6.0	
098651	B	ICAR/13	DESIGN THE COMPLEXITY	EN	2	6.0	
092050	B	ICAR/13	SYSTEM DESIGN FOR SUSTAINABILITY	EN	2	6.0	
050540	B	ICAR/13	DESIGNING MATERIALS EXPERIENCES	EN	1	6.0	
096766	B	INF/01	ONLINE GAME DESIGN	EN	2	6.0	
051828	B	ICAR/13	COME UN LABORATORIO RINASCIMENTALE	IT	2	5.0	
051850	B	ICAR/13	SMART AND INTERACTIVE FURNITURE	EN	1	6.0	
051998	B	ICAR/13 ING-INF/05	DESIGN AND ROBOTICS	EN	2	6.0	
094864	--	ING-IND/15	REVERSE MODELING	IT	1	6.0	
051729	B	L-ART/03	ARTE DEL PAESAGGIO ITALIANO, DAL MODERNO ALLA CONTEMPORANEITÀ	IT	2	6.0	
052003	--	ING-IND/15	VIRTUAL AND PHYSICAL PROTOTYPING	EN	2	6.0	
052071	B	ICAR/13	DESIGN FOR THE MULTISENSORY EXPERIENCE	EN	2	6.0	
051881	B	ING-IND/35	DIGITAL USER INNOVATION	EN	1	6.0	
051879	B	ICAR/13	DESIGN E CULTURA DELLA LUCE. LA LUCE COME FONDAMENTO DEL PROGETTO	IT	2	6.0	
091907	C	ING-IND/22	NANOTECHNOLOGY AND FUNCTIONAL MATERIALS FOR DESIGN	IT	2	6.0	
097808	B	ICAR/13	HISTORY OF DESIGN	EN	2	6.0	
050545	--	ING-INF/05	MULTIDISCIPLINARY PROJECT	EN	2	6.0	
095141	B	L-ART/03	ART DIRECTION E COPYWRITING	IT	2	6.0	
093801	B	ICAR/16	SCENOGRAPHY OF LIGHT - THE CITY AS STAGE	IT	1	6.0	
096616	B	ICAR/13	COMMUNICATION DESIGN AND GENDER CULTURE	IT	2	6.0	
092051	B	ICAR/13	DESIGN OF EVENTS	IT	2	6.0	
092058	B	ICAR/13	GAME DESIGN	IT	2	6.0	
050476	B	ICAR/13	TECHNOLOGIES FOR THE FASHION PRODUCT	EN	2	6.0	
097927	B	ICAR/13	PARAMETRIC REPRESENTATION METHODS	IT	1	6.0	
098617	B	ICAR/13	DIGITAL STRATEGY	IT	2	6.0	
098619	B	ICAR/13	ANALYSIS OF THE FILM AND NARRATIVE WORLDS	IT	1	6.0	
051820	B	ICAR/13	DESIGN&CREATIVITY	IT	1	6.0	

(2) Course offered in the second half-semester

2 Year courses - Track: M_1 - Fashion 1

Code	Act type	SSD	Course Title	Language	Sem	Credits (CFU)	CFU Group
051342	B,C	ICAR/13 ICAR/17 ING-INF/06	FASHION ADVANCED DESIGN STUDIO	EN	1	18.0	18.0
051293	B,C	SECS-P/08	DESIGN MANAGEMENT FOR FASHION	EN	2	6.0	6.0
096762	C	M-FIL/04	PORTFOLIO AND PRESENTATION	EN	2	6.0	6.0
Courses defined on the not diversified (***) program, common to all specialization options							

2 Year courses - Track: M_2 - Fashion 2

Code	Act type	SSD	Course Title	Language	Sem	Credits (CFU)	CFU Group
096761	B,C	ICAR/13 ICAR/17 ING-INF/06	ACCESSORY DESIGN STUDIO	EN	1	18.0	18.0
051293	B,C	SECS-P/08	DESIGN MANAGEMENT FOR FASHION	EN	2	6.0	6.0
096762	C	M-FIL/04	PORTFOLIO AND PRESENTATION	EN	2	6.0	6.0
Courses defined on the not diversified (***) program, common to all specialization options							

2 Year courses - Track: * - offerta comune**

Code	Act type	SSD	Course Title	Language	Sem	Credits (CFU)	CFU Group
051343	--	--	m [METAINS] FASHION ADVANCED DESIGN STUDIO/ACCESSORY DESIGN STUDIO		1	18.0	18.0
097816	B	ICAR/13	FINAL EXAMINATION - 1 SEM	EN	1	10.0	10.0
096762	--	--	m PORTFOLIO AND PRESENTATION		2	6.0	6.0
051293	--	--	m DESIGN MANAGEMENT FOR FASHION		2	6.0	6.0
097814	B	ICAR/13	INTERNSHIP - 1 SEMESTER	--	1	14.0	14.0
097815	B	ICAR/13	INTERNSHIP - 2 SEMESTER	--	2	14.0	
092065	B	ICAR/13	LIGHT ART AND DESIGN OF LIGHT	IT	1	6.0	6.0 (Grp. Opz.)
089859	B	ING-IND/35	BUSINESS INNOVATION	EN	1	6.0	
089860	B	SPS/08	USER AND SOCIAL INNOVATION	EN	2	6.0	
092046	B	ICAR/13	TEMPORARY URBAN SOLUTIONS	EN	2 (2)	6.0	
091909	--	ING-IND/14	THE COMPLETE ELEMENT METHOD FOR ANALYSIS OF INDUSTRIAL PRODUCTS	IT	2	6.0	
096736	--	ING-INF/05	VIDEOGAMES DESIGN AND PROGRAMMING	EN	1	6.0	
092050	B	ICAR/13	SYSTEM DESIGN FOR SUSTAINABILITY	EN	2	6.0	
096766	B	INF/01	ONLINE GAME DESIGN	EN	2	6.0	
091907	C	ING-IND/22	NANOTECHNOLOGY AND FUNCTIONAL MATERIALS FOR DESIGN	IT	2	6.0	
050537	B	ICAR/13	LICENSING E BRAND EXTENSION	IT	2	6.0	
050545	--	ING-INF/05	MULTIDISCIPLINARY PROJECT	EN	2	6.0	
095141	B	L-ART/03	ART DIRECTION E COPYWRITING	IT	2	6.0	
050817	--	SECS-S/01	APPLIED STATISTICS	EN	1	6.0	
093801	B	ICAR/16	SCENOGRAPHY OF LIGHT - THE CITY AS STAGE	IT	1	6.0	
051881	B	ING-IND/35	DIGITAL USER INNOVATION	EN	1	6.0	
051879	B	ICAR/13	DESIGN E CULTURA DELLA LUCE. LA LUCE COME FONDAMENTO DEL PROGETTO	IT	2	6.0	
096616	B	ICAR/13	COMMUNICATION DESIGN AND GENDER CULTURE	IT	2	6.0	
094864	--	ING-IND/15	REVERSE MODELING	IT	1	6.0	
097927	B	ICAR/13	PARAMETRIC REPRESENTATION METHODS	IT	1	6.0	
052003	--	ING-IND/15	VIRTUAL AND PHISICAL PROTOTYPING	EN	2	6.0	
051828	B	ICAR/13	COME UN LABORATORIO RINASCIMENTALE	IT	2	5.0	
051850	B	ICAR/13	SMART AND INTERACTIVE FURNITURE	EN	1	6.0	
051998	B	ICAR/13 ING-INF/05	DESIGN AND ROBOTICS	EN	2	6.0	
092051	B	ICAR/13	DESIGN OF EVENTS	IT	2	6.0	
052071	B	ICAR/13	DESIGN FOR THE MULTISENSORY EXPERIENCE	EN	2	6.0	
092058	B	ICAR/13	GAME DESIGN	IT	2	6.0	
050540	B	ICAR/13	DESIGNING MATERIALS EXPERIENCES	EN	1	6.0	
095200	--	IUS/04	COPYRIGHT	IT	1	6.0	
098651	B	ICAR/13	DESIGN THE COMPLEXITY	EN	2	6.0	
050476	B	ICAR/13	TECHNOLOGIES FOR THE FASHION PRODUCT	EN	2	6.0	

098619	B	ICAR/13	ANALYSIS OF THE FILM AND NARRATIVE WORLDS	IT	1	6.0	
097808	B	ICAR/13	HISTORY OF DESIGN	EN	2	6.0	
098617	B	ICAR/13	DIGITAL STRATEGY	IT	2	6.0	
098628	--	ING-IND/17	QUALITY MANAGEMENT	EN	1	6.0	
051820	B	ICAR/13	DESIGN&CREATIVITY	IT	1	6.0	

(*) Course offered in the second half-semester

7.4. Foreign language

Foreign language assessment will be carried out in accordance with the university's methods as set out on the "Student Services/Guides and Regulations/Guide to the English Language" web page www.polimi.it.

Students are encouraged to read this document carefully and respect the norms set out in it.

Specifically, note that: "Pursuant to Ministerial Decree 270/04 the Politecnico di Milano has adopted the English language as the European Union language which students must speak in addition to Italian".

English language fluency, according to the standards indicated by the university, is a registration pre-requisite. For admission to the **School of Design Laurea Magistrale Programme certificates must be submitted by candidates within the time frames for admission applications. This deadline must be respected by all students (from similar or different courses)**

Language courses

https://aunicalogin.polimi.it/aunicalogin/getservizio.xml?id_servizio=204&idApp=1&idLink=4346

7.5. Degree examination

Pursuant to Ministerial Decree 270/04, article 11, subsection 5 the final exam for the LM in Interior Design consists of the preparation of a thesis by students under the guidance of a supervisor.

The thesis must be experimental and original and can lead to design or theoretical and historical-critical outcomes. In both cases theses must contain a methodological foreword illustrating its disciplinary foundations, arguments and the knowledge framework within which the research in it has been carried out and show which elements constitute original contributions by the candidate.

The thesis must be written and discussed in Italian and have an English language abstract.

For wholly English sections theses can be drawn up, presented and discussed in English alone.

The thesis must complete the student's educational course of study. It must be an individual work which can, however, be based on structured activities carried out together with other students. The individual candidate's contribution must, however, be clearly recognisable in the final outcome.

For information on the Laurea Magistrale Exam and Thesis writing procedures you are advised to consult the "Laurea Magistrale Exam Regulations" published on the School's site

Information concerning general rules and regulations, session calendars, registration and consignment of theses is available at

https://aunicalogin.polimi.it/aunicalogin/getservizio.xml?id_servizio=204&idApp=1&idLink=4377

8. Academic calendar

The Laurea Magistrale programme calendar is structured into two semesters and students can enrol at the beginning of either semester. Thus studies can begin in either the first or the second semester of each academic year. The course is structured in order to enable students to complete the programme in four semesters whether first year Laurea Magistrale enrolment takes place in the first or second semesters.

An exam period takes place at the end of each semester (exam).

Academic calendar

https://aunicalogin.polimi.it/aunicalogin/getservizio.xml?id_servizio=204&idApp=1&idLink=4408

9. Faculty

The names of the Programme of Study teachers and what they teach will be made available on the degree programme from September onwards.

The Degree Programme is published each year on the Politecnico di Milano's website.

The names of the teaching staff who will be teaching on the programme with their CVs are published on the university site by year and study programme.

For more information see the website of the degree course

<http://www.moda.polimi.it>

10. Infrastructures and laboratories

Design Laboratories

The creation of large scale laboratories supporting design education is coherent with the Politecnico di Milano School of Design's tradition of experimentation, its inductive teaching model, in which 'knowledge' and 'know-how' are mutually supportive.

The purpose of these laboratories is the practice of activities which allow students to verify their design hypotheses and learn how to use the technical tools required for experimentation, representation and design communication.

The laboratories managed by the Design Department occupy an approximately 10,000 square metre space in the Milan Bovisa campus.

The Politeca, an integrated documentation system for design research, is an integral part of the laboratories.

For details on the laboratories

<http://www.dipartimentodesign.polimi.it/laboratori/i-laboratori>

www.politeca.polimi.it

11. International context

Building an international dimension for the School of Design has been one of its priority objectives since it was founded in the year 2000.

There are many reasons for this: the nature of design which inherently draws its very lifeblood from its multicultural and multi-local character, its proximity to both the world of manufacturing - which has now taken on a global dimension - and the sphere of consumption whose dynamics and tendencies are visible in a range of local specific contexts; the very DNA of the design community

which has always been international; Milan's acknowledged status as design capital, a crucible for designers from all over the world who have come here to study or open a studio; the desire to make educational trajectories increasingly permeable to impulses deriving from this stimulating context as in other dynamic foreign contexts. For the School of Design internationalisation has a two-fold meaning: supporting student (and teaching and technical staff) mobility outwards and the opposite, attracting students, researchers, professors and visiting professors into the Politecnico from abroad. In relation to these two internalisation channels (dealt with separately, the first in this chapter and the second in the subsequent chapter) the School of Design has committed itself in recent years to enlarging its international contact network and it now works with 300 design universities the world over in Erasmus exchange programmes (with 150 European universities), bilateral exchange projects (with 70 non European universities), joint workshops with other schools, international internships and so on.

To these should be added more highly structured activities which aim to consolidate partnership relationships in the educational and research fields with a number of selected universities. This is the case of the MEDes_Master of European Design training for excellence programme (with 7 university partners) in addition to the many international research programmes under way. The School of Design is a member of Cumulus, a network of International design schools, and of the main international design associations. Like the city which hosts it - Milan is a veritable international design laboratory - the Politecnico's School of Design aims to be a meeting place between different cultures, between education, industry and the professions, in which professors, entrepreneurs and celebrated designers from all over the world take an active part in the students' educational experience.

12. Internationalization

International exchanges

The School of Design takes part in international student exchange programmes which offer students the opportunity to go abroad for a period of study at one of the Politecnico's partner universities. A list of the School's partner universities is available on the Politecnico's website and on the School of Design website in the Internationalisation Area.

The Erasmus Programme

The Erasmus programme was set up in 1987 by the European Community to give students the chance to carry out a period of study at a foreign university within the European Union from 3 to 12 months legally recognised by their own university, at Bachelor or Master level.

In 2014 the European Union's Erasmus+ programme was set up for education, training, youth and sport in the 2014-2020 period.

Specifically Erasmus for study enables university students to carry out a period of study at a university with a partnership agreement with their own university. This mobility can entitle students to a grant (under the conditions set out in the international mobility tender) and free registration at the host university. Students can thus follow courses and take exams at the partner university and have the exams recognised at their own universities.

Bilateral exchanges

The School of Design has also activated a number of bilateral agreements with non EU universities. These are mainly intended for the use of Laurea Magistrale students and can also be applied for by those who have already carried out an Erasmus period abroad during their three year study course. The procedures for admission to such exchanges are the same as those for Erasmus exchanges with the exception of the study scholarship which is not guaranteed in such cases.

The bilateral agreement, in fact, enables students to attend a period of study abroad at a partner university without incurring registration fees at such universities. In some cases, however, a

management fee for exchange students is payable (e.g. Orientation fee).

Master of European Design (MEDes) In the 2002/2003 academic year a specific 5 year programme was set up at the School of Design.

This international study programme, promoted and designed by the school together with a further five prestigious European design universities and formalised in an agreement signed by all university partners, entitles students to an additional qualification on top of the Laurea Magistrale granted by the Politecnico di Milano. Students can graduate only from their own universities.

In addition to the Politecnico di Milano the universities taking part in this programme are:

The Glasgow School of Art, *Glasgow, Scotland*

Aalto University, School of Arts, Design and Architecture, *Helsinki, Finland*

Konstfack University College of Arts, *Stockholm, Sweden*

Ensci Les Ateliers, *Paris, France*

KISD - Köln International School of Design, *Cologne, Germany*

Universidade de Aveiro, *Aveiro, Portugal*

5 students are selected for this programme of excellence from all those enrolled on the 2nd year of the Laurea programmes in Industrial Product Design, Interior Design and Communication Design.

Candidates for the MEDes programme carry out two study periods at two partner universities:

_one in the 3rd year of the level I Laurea;

_the other in the 1st year of the Laurea Magistrale.

The choice of university will be made on the basis of student preferences and the Board of MEDes.

DOUBLE DEGREE laurea

The School of Design has set up a number of Double Degrees at Master level

These programmes entitle students to a double Laurea Magistrale title issued by the Politecnico di Milano and its partner school on completion of a common programme involving an exchange.

Master Theses can be drawn up, presented and discussed in English.

Thesis abroad

Students in the 2nd year of Laurea Magistrale program may develop a part of their thesis abroad. This can be done in the following ways:

-through the Erasmus program and/or Bilateral exchange outside Europe including specific courses in the Study Plan, agreed on with your supervisor, that are useful to the development of your thesis or with a co-supervisor from the partner university depending on availability, who co-ordinates with your supervisor at the School of Design.

-with co-supervision from the other university, organized autonomously and without joining an exchange program. In this case the student must communicate his/her intentions in advance to the Relé office of the School of Design, which will formalize the procedure.

-Applying to the Public Call from Politecnico to have a scholarship for doing the thesis abroad.

In-course Internship/job placement

The in-course internship envisaged for the 2nd year of the Laurea Magistrale may be carried out abroad by:

- applying to the **R.A.P** service (*Company and Professions relations*)

- *joining the Erasmus/extra UE programmes, if available in the partner schools, or by activating a collaboration with professional practices, or through attending courses (design studio based) or workshop as per the same amount of hours.*

- *Answering to the Call “Erasmus for Traineeship” to obtain scholarships to make the internship within the European Union.*

- *Making the internship within the exchange mobility substituting it with project courses that amount at least 250 hours.*

Information on exchange programmes, double degree projects and international internships,

European research and international relations projects are available at

https://aunicalogin.polimi.it/aunicalogin/getservizio.xml?id_servizio=204&idApp=1&idLink=4703

13. Quantitative data

No contents for this section.

14. Further information

For any other information the students are invited to visit the School website, in particular the teaching regulations of the academic rules.

For more information see the website of the degree course

<http://www.moda.polimi.it>

15. Errata corrige

No contents for this section.