

POLITECNICO DI MILANO



Academic Year 2017/18

School of Design

Degree Programme of:

Product Service System Design

Laurea Magistrale (Equivalent To Master Of Science)

Milano Bovisa Campus

1. General Information

School	School of Design
Code Reference Law	1159
Name	Product Service System Design
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	Anna Meroni
Website of the School	http://www.design.polimi.it
Website of the Study programme	http://www.pssd.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

Some subjects are more suitable to the internationalisation process of the Italian Universities and, in particular, at Politecnico di Milano. This is the case of Design, recognised all over the world as a characteristic feature of Italian culture. Every year Politecnico di Milano records a growing interest from international students in its university design courses. At the same time, many Italian students enrolled at the Design School show an interest in supplementing their courses of study with international experiences. (mobility, internships abroad, taking part in workshops with foreign universities, etc.) They are increasingly conscious of the importance of having an experience abroad. It is within this framework (characterised by a growing international student mobility and the recognition of the important role that Milan plays in design culture at the international level) that the Laurea Magistrale programme called Product-Service System Design, in the English language, was launched for both Italian and international students.

Responding to the profound changes in every sphere and specifically in the educational context, the programme takes the increasingly urgent environmental and social design opportunities, rapid globalisation processes and growing competition in a wide ranging and inter-connected market, by new technologies, the emergence of new lifestyles and consumer paradigms which require a renewed ability to think, create and offer complex solutions from designers.

The programme offers students the chance to develop a holistic and integrated design methodology by means of inter-disciplinary courses, which are carried out in a multi-cultural context.

A product-service system is an integrated whole of products, services, spaces, communication artefacts and strategies capable of offering organic and ethical solutions to complex questions. A person-centred system involving users, suppliers, those working in the field, and stakeholders in general interacts to produce outcomes that correspond to a shared vision.

The objective of this two year study programme is to train professionals capable of finding a place within the design community, identifying opportunities and developing creative solutions. The professional should be capable of setting out a project according to methodologies ranging from ethnographic research to strategic positioning, working in multidisciplinary teams and developing leadership, entrepreneurial, and proactive abilities within society.

The Product-Service System Design Laurea Magistrale programme also offers a selection of top students access to a range of international experiences. The first and foremost of which is the joint laurea with the Tongji University in Shanghai (PoliTong programme). In the 2014-15 academic year the “Product-Service System Design and Management Engineering” double degree was set up with the objective of developing an ability to conceive innovative business models and guide/implement development processes in the business system.

3. Learning objectives

The Product Service System Design Laurea Magistrale programme, taught in the English language, is designed for Italian and international students interested in a multidisciplinary and multicultural design programme.

It is a second level laurea programme, with no continuity, which responds to wide ranging student interest. This interest is not solely linked in geographical terms but also in educational terms (product, interior, communication, fashion, furniture, interaction and service design). The aim is that they continue their studies within design disciplines, and widen their vision and ability to act in systemic terms.

The specific educational objectives of the PSSD are to develop the following skills and abilities in graduate students:

- an understanding of the systemic dimension of contemporary artefacts that are understood as an indivisible whole of products, services, spaces and communication artefacts;

- an ability to design product-service systems in a strategic way. These systems must be capable of governing and channelling change and innovation in an evolutionary way that is in line with the changing context;
- an inter-disciplinary approach intended as a hybrid orientation among various fields in the problem definition and resolution phases;
- multi-culturalism understood as sensitivity in dealing with and contextualising design opportunities from the starting point of specificity and differentiation in the destination contexts of design work;
- an ability to analyse whole provisional systems, intended to view projects in systemic terms in relation to its various components. A change of orientation is not solely in relation to its individual components, and also the relationships among them, with reference to knowledge being unconsolidated;
- an entrepreneurial approach - intended to be a structure around the product systems, and designed to last over time;
- establish a narrative intended to represent phenomena in visual terms in order to activate and facilitate a strategic dialogue and transfer knowledge among the different stakeholders;
- an ability to work in multi-disciplinary and multicultural design groups with a high level of leadership, capable of guiding and uniting a group around a vision, and establishing an idea of a desirable future coupled with change.

The programme is T-shaped with a vertical axis focusing on a specific design area (product, communication, interiors, furniture, fashion, etc). This axis is integrated with a horizontal axis relating to the acquisition and use of cultural tools and matrices from other disciplinary and cultural spheres.

The horizontal axis is made up of:

- _ design thinking skills geared to the development of a broad sensitive context as well as sustainability. Enhancing environmental and social resources is a determinant precursor to the design work;
- _ a systemic approach capable of promoting innovative and sustainable solutions;
- _ a user-centred perspective focusing on lifestyles as standard bearers of potential, and skills which can be assimilated into the design process;
- _ attention to manufacturing processes and understanding their contexts as a fundamental part of the effective and perceived value of a product innovation system;
- _ a contextualised and territorial vision of the design project, capable of offering the potential resources of a local system and being able to connect them, through a critical ability, to the global dimension: the product-service system approach, in fact, starting from an understanding of cultural and social phenomena and the relationship between resources and activities, is able to generate innovations which influence the built space design and the social systems which inhabit them;
- _ product-service system design skills that are not simply in the physical, but in the intangible dimension and, in particular, in the service dimension as the structured interaction of a system of actors who are oriented to value construction.
- _ user-experience design skills with special reference to the digital world, the internet and the interactive artefact dimension.

The programme involves alternating theory and practice that encourages the application of the knowledge gained in real situations, and the concentration of theory courses and design laboratories with the intention of facilitating the efficacy and coherence of learning activities. A further objective is to acquire skills strongly related to states of being and not simply gaining knowledge and know-how.

As far as theory is concerned the first semester involves foundation courses aimed at training and nurturing students' ability to understand cultural contexts, thought systems, problem setting & solving, business innovation, user-experience & interaction design (L-ART/03, M-DEA/01, ING-IND 35, ICAR 13, INF/01).

From the second semester, alongside an in-depth study of the service theme and product-service

visualisation and prototyping methods (ICAR 13, M-PSI/01, L-ART/06), a number of optional courses will enable students to construct and orientate their educational studies in accordance with their individual interests and abilities. For example, one may focus on the social dimension M-PSI 01 or on an interest on themes related to environmental sustainability ICAR 13.

In the same semester “Design Seminars” are held - intensive seminars in which international professors and professionals share their educational and design experiences with students (ICAR 13).

The ex-cathedra theory courses will conclude in the third semester with optional courses designed to transmit specific and in-depth innovation skills of an economic, social or cultural type.

The laboratory activities of the first two semesters involve three different approaches and thus three privileged conceptual application spheres that don't modify the product-services system approach. These approaches are design gateways and represent a perspective through which the product system is to be interpreted and a first sphere from which design begins. These are:

- _ shared and obligatory for all students, the conceptual systemic sphere of services, communications and spaces developed from the starting point of product design. The purpose of this laboratory is to train students to generate ideas and translate them into feasible achievable solutions by means of a range of strategies. The laboratory integrates design (ICAR 13) with subject modules dealing with manufacturing materials and technologies (ICAR 12), installations (ICAR 16), and where possible, concludes with a communication event developed with partners representing the product-service system reference market.

- _ the service and physical space's purpose is to learn and practice service design skills, and introduce students to physical environment design (exterior or interior) with a product-service system approach (ICAR 13, ICAR 12).

The Final Synthesis Laboratory (LSF), in the first semester of the second year, is characterised by a balanced and fully integrated approach to the diverse components of the product-service system. It completes the programme's design activities with specific skills relating to business management and modelling to facilitate a greater ability to face complex problems, a fully multi-disciplinary approach and full design activities (ICAR13, ING-IND 35).

The LSF is a potential solid basis for later graduation work.

In addition to the laurea graduation work, the final semester involves a number of design meetings with the professional world in workshops with businesses and professionals, and a final internship. The design activities are generally organised to be preceded or accompanied by the theory courses referred to above, which create an essential foundation.

All interested students can take part in international mobility programmes in the second semester of the second year.

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 Product-Service System Design Laurea Magistrale graduate student is an innovation expert dealing with the combination of products, services, communication artefacts and spaces where innovative and sustainable design solutions, experiences, and brand identities take shape. At the centre of the product system there are individuals who work alone or in groups with various roles and responsibilities in the various design solutions. The context plays a fundamental role in the territory whose identity aspects and values characterise the design work.

The Product Service System Design Laurea Magistrale graduate student finds a place in the professional system with strategic skills aimed at developing products, communication, space and relationship systems by means of integrated design processes.

The specific skills obtained are:

- multi-disciplinary team co-ordination, design and planning of integrated design strategies;
- the use of tools and practices, which are useful in development of a structured product-system innovation process;
- user behaviour, social innovation phenomenon analysis, and design scenario visualisation;
- advanced design methodology creation and experimentation, and social and environmental sustainability orientation;
- an ability to co-ordinate and liaise with specialists in the various phases leading to development of new product systems.

Considerable professional design career opportunities are to be found for Laurea Magistrale graduate students in Product-Service System. These occur in international and multi-disciplinary contexts.

In particular, graduate student can work as freelance professionals, be employed in professional studios or work as consultants. There are employment openings with local governments and research institution bodies. There are also work openings in high innovation industrial manufacturing, service organisations both locally and internationally, and in the SMEs which are characteristic of the Italian tradition. Their task is to contribute to the internationalisation and filling of multi-disciplinary roles in the design and research and development fields. Product-Service System Design education also gives students the entrepreneurial skills they need to stimulate new design business start-ups.

They can also access third level research doctorate university courses.

5.2. Careers options and profiles

Over the years, Product-Service System Design graduate students have increasingly marked themselves as key figures in the contemporary, global, competitive context.

There are openings in the business design sector, but also within design research companies, consultancies, communication and distribution firms, agencies, education institutions, research bodies and in local government.

Specific posts, which graduate students are suitable for, are as follows:

- service designer
- retail designer
- brand designer
- corporate co-ordinator
- art director
- trend analyst

- user experience (UX) designer
- innovation manager
- researcher in various design contexts
- professor

Graduate students can also work as freelance professionals or set up their own businesses.

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=49

6.3. Deadlines

Places available for admissions:

- **CdLM Product Service System Design** (Milan campus): 80 places of which 40 are reserved for non EU students including 4 Chinese students on the “Marco Polo” project.

N.b.: when the allocation is made, numbers of foreign and Italian students will be balanced in all sections.

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

7. Contents of the study Program

7.1. Programme requirements

For admission to the Laurea Magistrale final exam students must:

- have obtained the 120 ECTS required for a Level II Laurea Magistrale including credits relating to internships and final exams;
- have written an individual thesis under the guidance of a supervisor taking the form of a project or theoretical-methodological or historical-critical considerations.

The Laurea Magistrale exam consists of a discussion on students' individual theses led by a teaching staff officer, the 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 programme is full time. It uses a number of educational methods: the single subject courses contain theoretical contents which are taught by means of ex cathedra

lessons and assessed with tests and interviews throughout the year. Integrated courses involve more than one discipline or specific sphere and they are sometimes entrusted to two members of the teaching staff who integrate their contributions.

The Experimental Laboratories offer students the opportunity to experiment and use the tools, technologies and equipment useful for the project.

The Laboratories involve project work by students under the guidance of a teaching staff team each of whom offer their own subject matter as applied to the project theme. The Workshops are full time courses lasting a week in which students develop a project under the guidance of a well regarded professional or a company.

The Erasmus Programme and the other international mobility programmes are an opportunity for students to spend a study semester abroad at qualified European and non European design universities.

Professional Internship is a period of time spent at one of the Politecnico's partner companies or design studios under the guidance of a School tutor or a tutor appointed by the company.

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 Design studio 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).

The study plan of the section of the double degree with Design Management - Engineering Management PS3 consult the document published at the following link.

Link to Rules Double Degree

http://www.dig.polimi.it/fileadmin/user_upload/segreteria_didattica/internal_double_degree/bandi_2015.2016/Avviso_selezione_doppia_laurea_14_12_15_DESIGN__003_.pdf

1 Year courses - Track: PS1 - Product Service System Design - Design per il Sistema Prodotto Servizio 1

Code	Act type	SSD	Course Title	Language	Sem	Credits (CFU)	CFU Group
099948	B,C	ICAR/12 ICAR/13 ICAR/16	INNOVATION STUDIO	EN	1	12.0	12.0
051436	B,C	ICAR/12 ICAR/13	PRODUCT SERVICE SYSTEM DESIGN STUDIO - SPATIAL DESIGN	EN	2	12.0	12.0
099953	B,C	ICAR/13 INF/01	UX-DESIGN	EN	1	6.0	6.0
097920	B,C	ICAR/13 M-DEA/01	DESIGN METHODS	EN	1	6.0	6.0

098359	B	ICAR/13	DESIGN SEMINAR	EN	2 (2)	6.0	6.0
098364	B,C	ICAR/13 L-ART/06	VISUALIZATION AND PROTOTYPING	EN	2	6.0	6.0
051276	B,C	ICAR/13 M-PSI/01	SERVICE DESIGN AND INNOVATION	EN	2	6.0	6.0
099947	C	M-PSI/01	TEAMBUILDING	EN	1	3.0	3.0

Courses defined on the not diversified (***) program, common to all specialization options

(2) Course offered in the second half-semester









1 Year courses - Track: PS2 - Product Service System Design - Design per il Sistema Prodotto Servizio 2

Code	Act type	SSD	Course Title	Language	Sem	Credits (CFU)	CFU Group
099961	B,C	ICAR/12 ICAR/13	PRODUCT SERVICE SYSTEM DESIGN STUDIO	EN	2	12.0	12.0
099948	B,C	ICAR/12 ICAR/13 ICAR/16	INNOVATION STUDIO	EN	1	12.0	12.0
099953	B,C	ICAR/13 INF/01	UX-DESIGN	EN	1	6.0	6.0
097920	B,C	ICAR/13 M-DEA/01	DESIGN METHODS	EN	1	6.0	6.0
098359	B	ICAR/13	DESIGN SEMINAR	EN	2 (2)	6.0	6.0
098364	B,C	ICAR/13 L-ART/06	VISUALIZATION AND PROTOTYPING	EN	2	6.0	6.0
051276	B,C	ICAR/13 M-PSI/01	SERVICE DESIGN AND INNOVATION	EN	2	6.0	6.0
099947	C	M-PSI/01	TEAMBUILDING	EN	1	3.0	3.0

Courses defined on the not diversified (***) program, common to all specialization options

(2) Course offered in the second half-semester

1 Year courses - Track: *** - non diversificato

Code	Act type	SSD	Course Title	Language	Sem	Credits (CFU)	CFU Group
051435	--	--	 [METAINS] PRODUCT SERVICE SYSTEM DESIGN STUDIO - SPATIAL		2	12.0	12.0
099948	--	--	 INNOVATION STUDIO		1	12.0	12.0
099953	--	--	 UX-DESIGN		1	6.0	6.0
098359	--	--	 DESIGN SEMINAR		2	6.0	6.0
098364	--	--	 VISUALIZATION AND PROTOTYPING		2	6.0	6.0
097920	--	--	 DESIGN METHODS		1	6.0	6.0
051276	--	--	 SERVICE DESIGN AND INNOVATION		2	6.0	6.0
099947	--	--	 TEAMBUILDING		1	3.0	3.0
097919	B,C	ING-IND/35	BUSINESS INNOVATION	EN	1	6.0	6.0 (Grp. Opz.)
051876	B	L-ART/03	HISTORY OF DESIGN	EN	1	6.0	

2 Year courses - Track: PS1 - Product Service System Design - Design per il Sistema Prodotto Servizio 1

Code	Act type	SSD	Course Title	Language	Sem	Credits (CFU)	CFU Group
099932	B,C	ICAR/13 ING-IND/35	FINAL SYNTHESIS DESIGN STUDIO	EN	1	18.0	18.0
099942	B	ICAR/13	FINAL EXAMINATION - 1 SEM	EN	1	12.0	12.0
Courses defined on the not diversified (***) program, common to all specialization options							

2 Year courses - Track: PS2 - Product Service System Design - Design per il Sistema Prodotto Servizio 2

Code	Act type	SSD	Course Title	Language	Sem	Credits (CFU)	CFU Group
099932	B,C	ICAR/13 ING-IND/35	FINAL SYNTHESIS DESIGN STUDIO	EN	1	18.0	18.0
099942	B	ICAR/13	FINAL EXAMINATION - 1 SEM	EN	1	12.0	12.0
Courses defined on the not diversified (***) program, common to all specialization options							

2 Year courses - Track: *** - non diversificato

Code	Act type	SSD	Course Title	Language	Sem	Credits (CFU)	CFU Group
099932	--	--	m FINAL SYNTHESIS DESIGN STUDIO		1	18.0	18.0
099942	--	--	m FINAL EXAMINATION - 1 SEM		1	12.0	12.0
099945	B	ICAR/13	PROFESSIONAL WORKSHOP	EN	2	6.0	6.0
051317	B	ICAR/13	INTERNSHIP - 1 SEMESTER	--	1	9.0	12.0
051318	B	ICAR/13	INTERNSHIP - 2 SEMESTER	--	2	9.0	
095141	B	L-ART/03	ART DIRECTION E COPYWRITING	IT	2	6.0	6.0 (Grp. Opz.)
092051	B	ICAR/13	DESIGN OF EVENTS	IT	2	6.0	
092058	B	ICAR/13	GAME DESIGN	IT	2	6.0	
091909	--	ING-IND/14	THE COMPLETE ELEMENT METHOD FOR ANALYSIS OF INDUSTRIAL PRODUCTS	IT	2	6.0	
092065	B	ICAR/13	LIGHT ART AND DESIGN OF LIGHT	IT	1	6.0	
091907	--	ING-IND/22	NANOTECHNOLOGY AND FUNCTIONAL MATERIALS FOR DESIGN	IT	2	6.0	
092050	B	ICAR/13	SYSTEM DESIGN FOR SUSTAINABILITY	EN	2	6.0	
096616	B	ICAR/13	COMMUNICATION DESIGN AND GENDER CULTURE	IT	2	6.0	
096736	--	ING-INF/05	VIDEOGAMES DESIGN AND PROGRAMMING	EN	1	6.0	
096766	C	INF/01	ONLINE GAME DESIGN	EN	2	6.0	
095200	--	IUS/04	COPYRIGHT	IT	1	6.0	
051881	B,C	ING-IND/35	DIGITAL USER INNOVATION	EN	1	6.0	
050540	B	ICAR/13	DESIGNING MATERIALS EXPERIENCES	EN	1	6.0	
051729	B	L-ART/03	ARTE DEL PAESAGGIO ITALIANO, DAL MODERNO ALLA CONTEMPORANEITÀ	IT	2	6.0	
096654	B,C	ING-IND/35	LEADERSHIP AND INNOVATION	EN	2	6.0	
094864	--	ING-IND/15	REVERSE MODELING	IT	1	6.0	
052003	--	ING-IND/15	VIRTUAL AND PHISICAL PROTOTYPING	EN	2	6.0	
050817	--	SECS-S/01	APPLIED STATISTICS	EN	1	6.0	
051850	B	ICAR/13	SMART AND INTERACTIVE FURNITURE	EN	1	6.0	
052071	B	ICAR/13	DESIGN FOR THE MULTISENSORY EXPERIENCE	EN	2	6.0	
051828	B	ICAR/13	COME UN LABORATORIO RINASCIMENTALE	IT	2	5.0	
050537	B	ICAR/13	LICENSING E BRAND EXTENSION	IT	2	6.0	
098628	--	ING-IND/17	QUALITY MANAGEMENT	EN	1	6.0	
051879	B	ICAR/13	DESIGN E CULTURA DELLA LUCE. LA LUCE COME FONDAMENTO DEL PROGETTO	IT	2	6.0	
050545	--	ING-INF/05	MULTIDISCIPLINARY PROJECT	EN	2	6.0	
051730	B	L-ART/03	ARTE E PAESAGGIO ITALIANO, DAL MODERNO ALLA CONTEMPORANEITÀ	IT	2	6.0	

093801	B	ICAR/16	SCENOGRAPHY OF LIGHT - THE CITY AS STAGE	IT	1	6.0	
051998	B	ICAR/13 ING-INF/05	DESIGN AND ROBOTICS	EN	2	6.0	
092046	B	ICAR/13	TEMPORARY URBAN SOLUTIONS	EN	2 (2)	6.0	
089860	C	SPS/08	USER AND SOCIAL INNOVATION	EN	2	6.0	
097927	B	ICAR/13	PARAMETRIC REPRESENTATION METHODS	IT	1	6.0	
098651	B	ICAR/13	DESIGN THE COMPLEXITY	EN	2	6.0	
098619	B	ICAR/13	ANALYSIS OF THE FILM AND NARRATIVE WORLDS	IT	1	6.0	
098617	B	ICAR/13	DIGITAL STRATEGY	IT	2	6.0	
051820	B	ICAR/13	DESIGN&CREATIVITY	IT	1	6.0	
095141	B	L-ART/03	ART DIRECTION E COPYWRITING	IT	2	6.0	6.0 (Grp. Opz.)
092051	B	ICAR/13	DESIGN OF EVENTS	IT	2	6.0	
092058	B	ICAR/13	GAME DESIGN	IT	2	6.0	
091909	--	ING-IND/14	THE COMPLETE ELEMENT METHOD FOR ANALYSIS OF INDUSTRIAL PRODUCTS	IT	2	6.0	
092065	B	ICAR/13	LIGHT ART AND DESIGN OF LIGHT	IT	1	6.0	
091907	--	ING-IND/22	NANOTECHNOLOGY AND FUNCTIONAL MATERIALS FOR DESIGN	IT	2	6.0	
092050	B	ICAR/13	SYSTEM DESIGN FOR SUSTAINABILITY	EN	2	6.0	
096616	B	ICAR/13	COMMUNICATION DESIGN AND GENDER CULTURE	IT	2	6.0	
096736	--	ING-INF/05	VIDEOGAMES DESIGN AND PROGRAMMING	EN	1	6.0	
096766	C	INF/01	ONLINE GAME DESIGN	EN	2	6.0	
093801	B	ICAR/16	SCENOGRAPHY OF LIGHT - THE CITY AS STAGE	IT	1	6.0	
050537	B	ICAR/13	LICENSING E BRAND EXTENSION	IT	2	6.0	
051881	B,C	ING-IND/35	DIGITAL USER INNOVATION	EN	1	6.0	
051850	B	ICAR/13	SMART AND INTERACTIVE FURNITURE	EN	1	6.0	
092046	B	ICAR/13	TEMPORARY URBAN SOLUTIONS	EN	2 (2)	6.0	
051729	B	L-ART/03	ARTE DEL PAESAGGIO ITALIANO, DAL MODERNO ALLA CONTEMPORANEITÀ	IT	2	6.0	
050545	--	ING-INF/05	MULTIDISCIPLINARY PROJECT	EN	2	6.0	
051998	B	ICAR/13 ING-INF/05	DESIGN AND ROBOTICS	EN	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	
089860	C	SPS/08	USER AND SOCIAL INNOVATION	EN	2	6.0	
051879	B	ICAR/13	DESIGN E CULTURA DELLA LUCE. LA LUCE COME FONDAMENTO DEL PROGETTO	IT	2	6.0	
094864	--	ING-IND/15	REVERSE MODELING	IT	1	6.0	
096654	B,C	ING-IND/35	LEADERSHIP AND INNOVATION	EN	2	6.0	
051828	B	ICAR/13	COME UN LABORATORIO RINASCIMENTALE	IT	2	5.0	
098651	B	ICAR/13	DESIGN THE COMPLEXITY	EN	2	6.0	
097927	B	ICAR/13	PARAMETRIC REPRESENTATION METHODS	IT	1	6.0	
095200	--	IUS/04	COPYRIGHT	IT	1	6.0	
098619	B	ICAR/13	ANALYSIS OF THE FILM AND NARRATIVE WORLDS	IT	1	6.0	
050540	B	ICAR/13	DESIGNING MATERIALS EXPERIENCES	EN	1	6.0	
098628	--	ING-IND/17	QUALITY MANAGEMENT	EN	1	6.0	
098617	B	ICAR/13	DIGITAL STRATEGY	IT	2	6.0	
051820	B	ICAR/13	DESIGN&CREATIVITY	IT	1	6.0	

(2) 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)**

I n f o r m a t i o n o n E n g l i s h l a n g u a g e f l u e n c y

https://aunicalogin.polimi.it/aunicalogin/getservizio.xml?id_servizio=204&idApp=1&idLink=3860

7.5. Degree examination

Pursuant to Ministerial Decree 270/04, article 11, subsection 5 the final exam for the LM in Product Service System 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.

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).

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.

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=4707

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.

15. Errata corrige

No contents for this section.