

POLITECNICO DI MILANO



Academic Year 2017/18

School of Design

Degree Programme of:

Communication Design

Laurea (Equivalent To Bachelor Of Science)

Milano Bovisa Campus

1. General Information

School	School of Design
Code Reference Law	1088
Name	Communication Design
Reference Law	Ordinamento 270/04
Class of degree	L-4 - Industrial Design
Degree level	Laurea (Equivalent To Bachelor Of Science)
First year of activation	2008/2009
Official length of the programme	3
Years of the programme already activated	1,2,3
Official language(s)	Italian
Campus	Milano
Dean of the School	Luisa Maria Virginia Collina
Coordinator of the Study programme	Paolo Ciuccarelli
Website of the School	http://www.design.polimi.it
Website of the Study programme	--

Student Office (Study programme)

Reference office	Centro Orientamento Studenti Scuola Design
Address	Via Candiani 72, 20158 Milano
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Central Student Office

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

The rapid development of the media (internet and digital communication systems), the increase in the services governing their production/management, and the devices and occasions for communicating and interacting - all of this is making communication an increasingly large and complex sector.

The communication and information sectors are characterised by a generalised presence, an in depth dissemination, and a strong and powerful framework. The communication and information industry is one of the driving forces in modern society. The artefacts and systems designed by communication designers maintain a constant and cross disciplinary presence.

Communication design uses publishing to help spread cultural awareness. It is where media is computerised, and where new methods of the production and dissemination of information takes place.

Communication design works with the interfaces that are connected to products and services, which create a relationship with the user. It can also work with various people and their environment to promote conscious access and use. Some examples of this could be in a large scale distribution plant where consumers come in contact with goods, in the entertainment industry, in sports, in planning of the identity and the dynamics of events, and their dissemination on the various media.

Communication designers are cultural operators who contribute to building relations between subjects in society. These relations are always strictly connected to the contents being conveyed, which contains either persuasive or prescriptive type. Communication designers must take into account the idea of visual contamination, communication saturation and the information overload phenomena, symptoms of a system (where technologies require an overview and direction), conscious choices, and planned trajectories.

Communication designers should be at ease with all aspects of a communication project. These aspects include, but are not limited to: publishing graphics, TV, audio-visual and multimedia publishing, coordinated corporate image and brand identity, product packaging and communication, script character design, web design, data and information visualization, interactive communication artifacts, and service/complex communication design (social networks and joint platforms). All of this takes place with a vision which sets communication as the fundamental strategic linchpin in contemporary society. This design requires specific tools and methods, and an ability to work with the most modern visualization and communication technologies.

In particular the specific skills of communication designers relate to several subjects such as integrated two dimensional and three dimensional communication systems (static and dynamic), lettering, visual perception and variables. Their skills can also include designing sign information, static and dynamic representation techniques (photography, motion graphics, movie design), designing analogue communication products and digital devices, and *off-line* and *on-line* platforms (the web and other internet platforms including mobile platforms).

The course catalogue encompasses a Laurea (equivalent to Bachelor of Science) course and a Laurea Magistrale (equivalent to Master of Science) course in Communication Design. The Laurea courses are designed for students with a solid cultural background, a great deal of interest in the subject of design culture (generally and specifically in all aspects of communication), and an openness to learning techniques, methods and languages in their most innovative forms.

3. Learning objectives

The title of the Communication Design laurea (equivalent to Bachelor of Science) programme corresponds to one of the training profiles set out in the Class 4 degree description. The course of study is designed to train professional designers working in the visual communication, graphics, multimedia and *on-line* interaction sectors. The qualification does not overlap with the professional

profiles encompassed by the Class 20 Laurea course category, Communication Science. This course category is designed to train professionals to analyze and gain a critical understanding in the communications sector, and to train professionals working in communication fields who are not strictly visual design linked.

The fundamental objectives of the course of study for Communication Design graduates deal with the mastery of the cultural, scientific, methodological and technical tool elements which are the basis of communication systems design. The ability to take on the media system from the starting point of the world of communication is of central importance; the social, cultural relationship, symbolic and perception elements are fundamental and apart of the various forms of communication. Other powerful elements are the ability to interpret specific use contexts, the ability to translate analysis elements, and the ability to incorporate the information content framework into new artefacts. The graduates should be able to elaborate on new communication formats, innovate format types by applying analogue and digital communication technologies, and integrate the various systems and cross-media support solutions.

Communication design training also requires mastery of the ability to visualize the design idea and mastery of the analytical process in its various creative and implementation phases. These phases include the choice of design field to reference communication scenarios, elaboration of the *concept*, simulation, and artefact implementation.

Abilities and skills relating to language and visual culture/ representation are at the heart of suitable expressive processes and thus of fundamental importance.

As compared to the subsequent Laurea Magistrale (equivalent to Master of Science) programme the design focus of the Laurea course contains aspects of technical project management and implementation. The aim is to train graduates capable of interacting with project partners in the marketplace (including the *non-profit* sphere), and becoming familiar with the necessary language and pertinent skills. The Laurea course also displays an awareness of evolutions in economic and productive systems and new open information. The course also instructs about exchange and dissemination methods.

The ability to monitor productive and implementation decisions relating to the design technologies, media, and devices are of fundamental importance. This monitoring is necessary in order to fully understand these items with the perspective of socio-economic sustainability.

Below are the main academic subjects in the educational programme of the Laurea:

- Framework of the design culture sphere (ICAR/13).
The mastery and use of the other subject fields studied in lecture form ends with laboratory type teaching methods. In design this knowledge is used in the analysis phase (i.e. in the *concept* definition phase) to interpret problem solving in terms of design opportunities, limitations, potential, selection and priority hierarchies, and for user-communication interaction analysis.
In relation to the information content, other content to be utilized should include: analysis of artefacts and artefact systems in their formal, structural, functional, type, morphological and interaction characteristics. In the design synthesis phase, by contrast, this knowledge is used for development-design. This cumulates with achieving an ability to:
 - translate communication demands into formats and artefacts;
 - define an artefact's components, technologies and assembly methods on the basis of the required communication functions;
 - link up product requirements with the communication system and its channels.

The objective of this study unit - the corner stone in designer training - is to provide students with a method to tackle a range of design themes by means of paradigmatic design

experiences. For all intensive purposes these themes are of a medium design complexity.

- Humanities Studies (SPS/07; M-PSI/01; ICAR/13). The aim of the humanities studies is to analyse and interpret the social and cultural contexts of the products designed. These meaning systems are created around communications artefacts in their aesthetic and cultural components. The humanities also contribute to integrating communication artefacts into culture and information production systems by means of socio-technical, anthropological and artefact value and sign interpretation tools as well as providing an understanding of the perception and communication qualities which characterise the product-user relationship. The goal of this field of study is to supply students with methodologies and tools from semiotics for design and ethnographic, anthropological and sociological research applied to user analysis, contexts and uses.
- Historical-critical studies (SSD ICAR/13, L-ART/03, L-ART/06; ICAR/18). The aim of the historical-critical studies is to supply students with knowledge of evolutions in design culture and their links with evolutions in art, architecture, visual communication, design and fashion movements. The educational objective of this unit of study is to supply students with the ability to interpret design in its context of reference using historical study methods;
- Visual culture and representation studies (SSD ICAR/13, ICAR/17, MAT/08). The aim of the visual culture and representation studies is to analyse the use of language, tools and techniques related to the morphological and functional representation of communication artefacts (drawing by hand to digital representation, photography to simulation and prototype model production). Through these courses the student should acquire the ability to read and interpret visual languages, obtain a mastery of digital image production and manipulation techniques, and demonstrate a knowledge of perception mechanisms, colour systems, etc. The educational objective of this unit is to provide graduates with the ability to transfer analysis and design synthesis elements onto the visual plane.
- IT and communication studies (INF/01; ING-INF/05). The aim of IT and communication systems is to provide an in-depth study into the basics of IT system functioning and hardware/ software skills as well as the languages on which multi-media and interactive graphic design are based;
- Corporate economics and financial feasibility studies for design (SECS-P/13; ICAR/22; ICAR/13). The aim of these courses is to provide an in-depth study of economic systems, the corporate context, the market and problems relating to marketing as well as financial feasibility analysis techniques for communication products. Students are also taught the ability to interpret the fundamental features of companies that impact design strategies. The objective of this unit is to make students aware of economic decision making processes, and the elements which characterise company coherence in design innovation processes.

The resulting professional is a 'design technician' with the skills required to perform the various technical-design tasks at the highest level. The professional should take into account the creation, design, development and implementation phases leading to the production of product series and their distribution and dissemination in the media system.

Within this course of study, specific subject areas can be studied in greater depth. These courses can include cutting edge developments for professional design development or strategic sectors for the development of the Italian and global economies.

4. Organization of the study programme and further studies

4.1. Structure of the study programme and Qualifications

Design Studies courses provide theoretical, academic and professional training for designers, i.e. professionals with know-how and skills relating to industrial product design, production and promotion. At the School of Design the term industrial product does not simply mean a concrete product such as a car, furniture item, object, garment or accessory but rather all communication and 'meaning' building elements relating to products such as graphics and brand design rather than websites or fashion cat walks.

This study sphere responds to training demands from the consumer product industry, local government, communication, interior and installation design companies and studios as well as the retail and distribution sectors for these products.

The courses of study offered are structured into two different laurea, the so-called 3+2 formula, the level I laurea and the Laurea Magistrale, a further two years of study.

The Laurea trains design technicians, i.e. graduates capable of playing a supporting role in all technical and design activities from the creation stage right through to production and distribution on the market with different characteristics for each laurea course.

The Laurea Magistrale trains graduates capable of managing design activities and identifying strategic ends. These professionals are capable of co-ordinating complex project activities aimed at creating structured and differentiated product systems in accordance with brand identity and market dissemination strategies.

These two programmes of study are supplemented by a wealth of level I university master courses which students can access with a three year laurea, and level II masters which students can access with a Laurea Magistrale. Lastly on completion of a level II laurea students can move on to Design Department PHDs, a qualification which is much sought after in the design researcher training context.

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

4.2. Further Studies

The qualification enables students to access Laurea Magistrale, Level I Specialisation Courses and Level I University Master's courses.

The Laurea Magistrale course which corresponds to the Laurea in Communication Design is the Laurea Magistrale in Communication Design. Students can also access the International Laurea

Magistrale in Product Service System Design without supplementary studies.

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The qualification grants access to "Laurea Magistrale" (2nd degree), "Corso di Specializzazione di primo livello" (1st level Specialization Course) and "Master Universitario di primo livello" (1st level University Master)

5. Professional opportunities and work market

5.1. Professional status of the degree

In the communication field, the final profiles coming from the Laurea triennale (equivalent to Bachelor of Science) can be defined as project technicians. Project technicians specialize in the final design of communication through the management of the main digital tools and the application of the specific methods of this area. These profiles have found their way into every organization with a strong commitment to build an identity and physical and digital communication channels, in all contexts. The multi-media and traditional publishing sector, advertising and communication companies, IT consultancy and cultural institutions, museums and cultural heritage promotion and strategic service provision are also potential career options.

5.2. Careers options and profiles

The Communication Design graduate students form part of the professional system that takes on implementation roles, teamwork, interpreting and implementing design requirements and translates them into appropriate financial, ergonomic, manufacturing, representation and modeling forms for production. This course of study responds to training demands from the communication artefact industry and its corollaries, graphics, multi-media communications studios, product distribution, and retailing systems for all aspects relating to product communication. Graduate students specialize in the final design of communication through management of the main IT tools and through the representation methods of the graphic project.

Graduate students can become a designer in the field of traditional and multi-media publishing sector (on-line and off-line), in the visual design of tools and multimedia products, in designing branding and advertising initiatives, in the design of promotional communications of products, institutions, services and companies, and finally in the design of graphical interfaces and signs. In addition to those of the communication agencies the areas of work are those of the IT consulting companies, cultural institutions, museums, promotion of cultural heritage, as well as the possibility to grow as an autonomous entrepreneur as a freelancer or by setting up a company.

6. Enrolment

6.1. Access requirements

Secondary school leaving qualification, or foreign comparable qualifications

6.2. Requested knowledge

Adequate initial education is required and this is assessed by means of an entrance test.

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=4506

The educational offer at the Politecnico di Milano

https://aunicalogin.polimi.it/aunicalogin/getservizio.xml?id_servizio=204&idApp=1&idLink=4951

6.3. Deadlines

There are 150 places (of which 5 are reserved for non EU students including 2 Chinese students on the “Marco Polo” project).

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.

7. Contents of the study Program

7.1. Programme requirements

Students graduate on completion of 180 study credits. Graduates from the Interior Design Laurea course must have a solid grounding in design subject matter on both its methodological and technical-operational elements. Specifically they must be acquainted with the tools, techniques and technologies of formal and functional interior design representation and its components (drawing by hand to digital representation, photography to three dimensional object and space modelling). They must also have mastered the basics of design with special attention to designing interior décor and installations and demonstrate an acquaintanceship with the ergonomic, functional, perceptual and environmental well-being factors which characterise the producer-user and object of use-architectural space relationship. The course also requires students to acquire scientific-technological skills specific to the engineering science and architecture technology sectors (materials, lighting, working and process technologies) and theoretical-critical knowledge (a knowledge of the history of décor product design, interior architecture in its socio-historical evolution, anthropology of private and public spaces, semiotics, aesthetics, etc.).

The final graduation relates to the acquisition of 180 Credits. Students graduating from the Degree Course must possess a solid basic education within the context of design disciplines that qualifies them for in-depth study both of the methods and the technical-operative aspects. They must, in particular, know the instruments, techniques and technologies used in the design of communication: from techniques of visual, photographic, typographic and video representation, to the techniques of image manipulation and visual languages, from the knowledge of perceptive

mechanisms to familiarity with chromatic systems. They must furthermore master the instruments necessary to design communication in various areas of graphic design as publishing, sign systems, coordinated image, as well as those of interactive and multimedia communication systems based on new technologies, as digital products and web sites.

The education also requires a mastering of scientific and technologic skills (instruments and technologies associated with visual and multimedia design projects, both off-line and on-line; communication formats and architecture of information technologies; techniques of prototyping, reproduction and mass production of the product; technologies of printing and pre-printing processes and the diffusion of communication artifacts in the web; elements of the economic and productive systems with particular attention to the know-how associated with production systems and cycles, industrialization, and business culture in its economic, management and organizational aspects etc.) as well as theoretical-critical ones (historical knowledge on graphic design and communication, their evolution, the study of semiotics, the languages of on-line and off-line communication, etc.).

7.2. Mode of study

The 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 Design Studio offer students the opportunity to experiment and use the tools, technologies and equipment useful for the project. The Design Studio 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 universities.

Internships take place at an internship workshop together with a company, body or foreign school.

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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 Design Studio in which the two-year Laurea'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).

From the 2015/16 academic year onwards the course of study was modified by an amendment to the educational regulations. This means that 3rd year modules cannot be studied in advance by those enrolling in 2015/16.

1 Year courses - Track: C1-C2-C3

Code	Act type	SSD	Course Title	Language	Sem	Credits (CFU)	CFU Group
097373	A,B,C	ICAR/13 M-PSI/01	VISUAL ELEMENTS FOR DESIGN - STUDIO	IT	1	12.0	12.0
097363	A,B	ICAR/13 ICAR/17	DRAWING STUDIO	IT	1	12.0	12.0
097392	A,B,C	ICAR/13 L-ART/03	DESIGN FUNDAMENTALS - STUDIO	IT	2	12.0	12.0
097349	A	ICAR/18	HISTORY OF DESIGN AND ARCHITECTURE	IT	1	6.0	6.0
097379	A	MAT/08	CURVES AND SURFACES FOR DESIGN	IT	2	6.0	6.0
097376	A,B	ICAR/13	METHODS AND INSTRUMENTS FOR DESIGN	IT	1	6.0	6.0
097378	A,B	ING-INF/05	PRINCIPLES OF COMPUTER SCIENCE AND NETWORKING	IT	2	6.0	6.0

2 Year courses - Track: C1-C2-C3

Code	Act type	SSD	Course Title	Language	Sem	Credits (CFU)	CFU Group
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099389	A,B,C	ICAR/13 SECS-P/13	METADESIGN - STUDIO	IT	1	12.0	12.0
099662	A,B	ICAR/13 ICAR/17 ING-INF/05	manca	IT	1	12.0	12.0
099685	A,B	ICAR/13	manca	IT	2	12.0	12.0
099660	A,B	ICAR/13	PROCESSES AND METHODS FOR COMMUNICATION ARTIFACTS PRODUCTION	IT	1	6.0	6.0
099661	C	L-ART/06	TYPOGRAPHIC DESIGN	IT	1	6.0	6.0
099679	B	SPS/08	SOCIOLOGY OF CULTURAL AND COMMUNICATION PROCESSES	IT	2	6.0	6.0
099676	B	ING-IND/35	STRATEGIES AND ECONOMIC PROJECT	IT	2	6.0	6.0
099673	C	L-ART/03	manca	IT	2	6.0	6.0

3 Year courses - Track: C1-C2-C3

Code	Act type	SSD	Course Title	Language	Sem	Credits (CFU)	CFU Group
051223	C	L-ART/03	HISTORY OF CONTEMPORARY ART	IT	2	6.0	6.0
051224	A,B	ICAR/13	THESIS DEVELOPMENT	IT	2	6.0	6.0
052069	A,B	ICAR/13	WORKSHOP	IT	1	3.0	6.0
052070	A,B	ICAR/13	WORKSHOP (INT.DI)	IT	1	3.0	

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

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

Code	Act type	SSD	Course Title	Language	Sem	Credits (CFU)	CFU Group
051219	A,B	ICAR/13	LABORATORIO DI SINTESI FINALE - C1	IT	1	18.0	18.0 (Grp. Opz.)
051684	A,B	ICAR/13	LABORATORIO DI SINTESI FINALE - C2	IT	1	18.0	
051685	A,B	ICAR/13	LABORATORIO DI SINTESI FINALE - C3	IT	1	18.0	
051793	--	SECS-P/08	ENTREPRENEURSHIP AND DESIGN	IT	1	6.0	6.0 (Grp. Opz.)
051794	--	IUS/01	DESIGN AND DESIGNER'S PROTECTION	IT	1	6.0	
051798	A,B	ICAR/13	ARTEFATTI PER NUOVE ECONOMIE COLLABORATIVE	IT	2	6.0	
051723	A	MAT/08	COMPUTER ANIMATION	IT	2	6.0	
051797	A,B	ICAR/13	INTERACTIVE SYSTEMS USABILITY DESIGN	EN	2	6.0	
051724	A	MAT/08	GENERATIVE DESIGN: GEOMETRIC AND NUMERICAL METHODS	IT	2	6.0	
051725	B	ING-IND/35	PROFESSIONAL ETHICS	IT	2	6.0	
051882	A,B	ICAR/13	ADVANCED GRAPHIC DESIGN	IT	2	6.0	
051950	A,B	ICAR/13	VISUAL STORYTELLING - PHOTOJOURNALISM FOR DESIGN	IT	1	6.0	
051811	A,B	ICAR/13	PHOTOGRAPHY: THE SPIRIT OF THE PROFESSION	IT	2	6.0	
051807	A,B	ICAR/13	DESIGN FOR ALL	IT	2	6.0	
051750	--	ING-IND/22	MATERIALS ENVIRONMENT PROJECT	IT	1	6.0	
051812	--	ICAR/16	TEMPORARY RETAIL	IT	2	6.0	
051949	A,B	ICAR/13	WOOD DESIGN	IT	2	6.0	
052034	A,B	ICAR/13	DESIGN & LAVORO	IT	2	6.0	
051736	A,B	ICAR/13	DESIGN AND RESTORATION	IT	2	6.0	
051749	--	ING-IND/22	INNOVATIONS IN MATERIALS AND FINISHED	IT	2	6.0	
051803	A,B	ICAR/13	SOFTWARE AND GRAPHICS FOR THE WEB	IT	2	6.0	
052047	A,B	ICAR/13	METHODS AND INSTRUMENTS FOR COMMUNICATION DESIGN	IT	2	6.0	
051806	A,B	ICAR/13	CULTURE OF CINEMA	IT	2	6.0	6.0 (Grp. Opz.)
051808	A,B	ICAR/13	ITALIAN BEAUTY	IT	2	6.0	
051809	A,B	ICAR/13	ARTS AND CRAFTS OF TERRITORIES	IT	2	6.0	
051951	B,C	M-PSI/01	COLOR AND PERCEPTION	IT	1	6.0	
051864	B,C	M-PSI/01	WORD AND IMAGE'S RHETORIC	IT	2	6.0	

051796	A,B	ICAR/13	DESIGN AS LANGUAGE OF DIFFERENCE: DESIGN, PRODUCE, PLACE IN THE GLOBAL MARKET	IT	2	6.0	
052054	A,B	ICAR/13	DESIGN E CULTURA DELLA LUCE. LA LUCE COME FONDAMENTO DEL PROGETTO	IT	2	6.0	
051815	A,B	ICAR/13	EXEGESIS OF COMMONPLACES AN DESIGN. CRITICAL EDUCATION AND CONTEMPORARY CULTURE	IT	1	6.0	
051818	A	ICAR/18	MILANESE CONNECTIONS: ARTS, DESIGN, COMMUNICATION	IT	2	6.0	
051819	A,B	ICAR/13	EFFECTIVE RELATIONSHIPS: KNOWING YOURSELF AND OTHERS TO COMMUNICATE SUCCESSFULLY	IT	1	6.0	
051813	A,B	ICAR/13	MARKETING OF EMOTIONS	IT	1	6.0	
051878	B,C	M-PSI/01	TECHNIQUES OF NARRATION: STORYTELLING FROM ODYSSEY TO IKEA WORLD	IT	1	6.0	6.0 (Grp. Opz.)
051901	A,B	ICAR/13	DIGITAL STRATEGY	IT	1	6.0	
052052	A,B	ICAR/13	CREATIVE CODING	EN	1	6.0	
052053	A,B	ICAR/13	LICENSING E BRAND EXTENSION	IT	2	6.0	

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".

7.5. Degree examination

The final examination usually takes the form of a dissertation by the candidate whose objective is to assess the student's design synthesis abilities and achievement of the course's educational standards.

Consult the Laurea exam regulations for further details.

8. Academic calendar

The Laurea course calendar is drawn up in accordance with study assessment methods which, for the Design School's Laurea programmes involve "in-course" assessments during semesters. The academic year is made up of two semesters each of which consists of a teaching session with in-course assessment and learning assessment sessions (exam sessions). The teaching sessions of each semester are made up of two periods of lessons, practice and laboratory work each followed by a week's break to enable staff to carry out an overall assessment of in-course work and, at the end of the semester, by two weeks of learning assessment (exam sessions).

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 that 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, internationalization 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 internalization channels 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 60 non-European universities), joint workshops with other schools, international internships and so on.

To these should be added more highly structured activities that 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 that 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 Internationalization 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 recognized 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 recognized 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 Laurea Magistrale students.

The procedures for admission 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 years programme was set up at the School of Design.

This international study programme, promoted and designed by the school together with a further six prestigious European design universities and formalized in an agreement signed by all university partners, entitles students to a two full years mobility program which means that they apply to the 5 years at the Politecnico (Laurea and Laurea Magistrale). Students can graduate only from their own universities for both levels. Students who are entitled to apply must have all exams done and at least a full semester with 30 ects with votes taken from Politecnico di Milano.

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*

6 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 based on student preferences and the Board of Medes during the compulsory workshop organised in March of each year (1st and 2nd).

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=4660

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.