

POLITECNICO DI MILANO



Academic Year 2017/18

School of Design

Degree Programme of:

Integrated Product Design

Laurea Magistrale (Equivalent To Master Of Science)

Milano Bovisa Campus

1. General Information

School	School of Design
Code Reference Law	1261
Name	Integrated Product 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
Official language(s) ⁽¹⁾	Italian/English
Campus	Milano
Dean of the School	Luisa Maria Virginia Collina
Coordinator of the Study programme	Francesco Zurlo
Website of the School	http://www.design.polimi.it
Website of the Study programme	--

⁽¹⁾ The degree course offers some tracks in Italian and others in English.

Student Office (Study programme)

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

Central Student Office

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

The Integrated Product Design Laurea Magistrale Programme can be considered the continuation of the Industrial Product Design Laurea (equivalent to Bachelor of Science) Study Programme of the Design School of the Politecnico di Milano. The educational objective is to provide knowledge, methods and approaches that, starting from the centrality of the product, can open to systemic dimensions, integrate aspects of process, market, cultural dimension, technical quality and environmental and social needs.

The educational programme has an exploratory and research objective that critically and responsibly addresses the design process and identifies opportunities for innovation through the acquisition of systemic and structured approaches. The study programme will provide knowledge and skills to deal with complex and contemporary issues in a critical and competent way. Students will be constantly challenged with new technologies and production processes, behavioural patterns and emerging needs, and new theoretical and interpretative models. The focus of the integrated project is the product-system that is centred on the product (that requires expertise and technical knowledge properly acquired and consolidated) but that considers, valuable elements and aspects of process, service, strategy, communication, and distribution.

The graduate student in the Integrated Product Design major will also be able to self-orient, create, implement, and carry out research aimed at system-product innovation. This is done by selecting the contributions and knowledge that will help finalize a design programme. The execution of the idea is the central goal of an integrated product innovation specialist.

3. Learning objectives

The Integrated Product Design Laurea Magistrale (equivalent to Master of Science) Programme is the continuation of the Industrial Product Design Laurea (equivalent to Bachelor of Science) Study Programme. It currently represents the role of design in a new industrial product to identify, promote and address systemic innovation processes in organizations and businesses.

This focus is linked to a new status of the product that broadens its meaning of material and concrete object in a complex system that provides a more articulated value offer than in the past. On the other side, an industry model is subject to change thanks to ICT technologies (Information and Communication Technology), and presented in a distributed way thanks to increasingly popular technical/digital tools.

The course deals with the product subject with an exponential process of increasingly accessible and available technology, where a project skill about possible "futures" is required. In particular, this Laurea Magistrale study programme finds its place on the boundary between object and service where interaction forms are enabled by the object, and characterizes the relation between the system offer and the system of making use.

The Laurea Magistrale Programme aims to strengthen the cultural references, the conceptual and methodological tools, as well as technical skills that characterize a modern culture of product, supplying students with the tools required to provide them with multiple references and detailed studies.

The graduate student in Integrated Product Design will gain specific skills and will be able to apply them in different situations during his/her work. A few of these are:

- technical preparation that will allow the student to critically evaluate technologies, productive processes, and suitable materials with respect to defined objectives;
- s/he will be able to critically and consciously understand the social, environmental and cultural impacts of his/her choices, anticipating critical point and identifying sustainable options to his/her design choices;
- s/he will be able to simultaneously consider the technical feasibility of his/her choices,

comparing them to the business requirements as well as to the real needs of people as a substantial goal of each sustainable project;

- s/he will be able to read the signals coming from society and culture, using them as filters to give meaning to technology and production processes. This skill will enable the graduate student to build future scenarios that can point out sustainable development directions for different companies and organizations;
- the conceptualization skill will foster his/her abstract thinking and and this will be associated with a strong ability to actualise his/her ideas;
- s/he may develop a systemic problem-solving attitude, and will be successful in changing the point of view of the specific design problem in order to identify opportunities for innovation that arise within the system. The product is the essential core of his/her research course.

A graduate student in Integrated Product Design will be able to apply the skills and knowledge to be able to properly set up research processes starting with the design "problem" that s/he will inevitably face. In particular, s/he will be able to understand the problems through a method that allow him/her to define the boundaries of the problem by *setting* defining processes. This process will be fostered by the acquisition of skills related to the systemic reading of problems, and critical identification of ways that lead to specific solutions.

Graduate students will also develop specific soft-skills, that will allow them to develop a team-based approach, leadership skills, negotiation of their ideas in work groups, confrontation and conflict management, etc. This aspect is currently considered a significant element of the common educational process of a designer, to face the often complex project issues through the work of interdisciplinary and international teams. This is done with a *collaborative and creative problem solving* point of view.

Other *soft* skills involve a personal orientation towards life and work goals, developing a capacity for entrepreneurial initiative and focusing on their goals.

A strong technical knowledge, a systemic view about problems, the opening to large and articulated project point of view, focusing on product, a critical reading ability about phenomena and choices, a sustainable orientation and based on medium-long term future, a collaborative problem-solving approach, the initiative capacity. The following aspects represent the goals of this educational program and differentiate the Laurea Magistrale (equivalent to Master of Science) from the Laurea Triennale (equivalent to Bachelor of Science), of which the Integrated Product Design is the proper continuation:

Description of the educational programme

The Laurea Magistrale programme focuses on a minimum of four main topics about product/process integration processes:

- the technology-materials dimension;
- the dimensions of the type-formal, expressive and meaning qualities;
- the systemic dimension starting from the centrality of the product;
- the collaborative dimension and creative processes in problem solving processes.

The technological-material dimension and the innovation dynamics driven by technology refer to the following subject areas: SSD ING-IND/22; ING-IND/16 + ICAR 13. These are the core materials, working processes and manufacturing processes modules. Together with design subjects, this dimension deals with forms of innovation linked to the skilled use of materials and transformation technologies such as traditional materials transferred to new application contexts, redesigning existing products with new materials, and creating value by means of the choice of sustainable materials. Technologies and transformation and working processes are also the basis of design

themes linked to elements of manufacturing process competitiveness, design limitations imposed by working technologies, manufacturing process innovation methods, hybridising forms of industrial and craft manufacturing, and assessing the impact of the new technologies on product properties.

The artefact type-formal quality dimension and the innovation dynamics which 'generate forms' are encompassed by the academic reference sector SSD ICAR/13. In this context the aspects that overcome the formal archetypes (typologies) are accentuated. These aspects may include reinterpretation of the form-function relation starting from the identification of new meanings associated with functions, which operate on object-oriented transfer processes as well as on conceptual scale jumps (such as cities, cultural heritage systems, distribution systems, or product-service mix systems). In which access, interaction, information, marketing, interface and usability themes are revisited. These aspects may also include exploring formal configuration methods which take place from the point of attention and lead to sensory and expressive qualities, symbolic values and objects' cultural, emotional and experiential expression. The technological prospects that open up several potential innovation solutions require a better skill for synthesis and possible futures of "project". For this reason, the LM programme integrates disciplines related to future studies, particularly focused on the SSD of SPS-08 (visioning) and, within the final synthesis laboratories, the contribution of M-FIL 02 (logic and philosophy of science).

The systemic dimension is an attitude to the project that must be supported and practised within the project laboratories. The reference subject area is ICAR/13, which has similar fields as SPS/08 in relation to the topic of Sociology of Technology. This subject area is in place to provide critical reading tools for the genealogy phenomena of the technical objects and the systemic implications that the evolution of artefacts involves. Systemic view also requires a continuous project practice relative to different project areas with different fields and articulated technical, social, and cultural implications. The "system thinking" is fostered by the visual decoding of complex phenomena, through ways and practices of representation that allow for innovation opportunities and connect the system aspects that define the value of the offer in a specific context (either of a company, organization, institution). Intellectual flexibility, which is a part of the *system thinking*, is exercised through the creative processes of the project laboratories, but it will also be the education and orientation object, thanks to the introduction of topics, contents and methodologies of Social Psychology (M-PSI 05). This systemic approach is centered on the product, which is the core of new strategies that consider the product as a system enabler that integrates services, communication, interaction and fruition models. This aspect will be specifically faced within courses such as Strategic Design and Innovation Services, and Theories and Cultures.

The collaborative dimension and creative processes in problem solving is a new dimension of this Laurea Magistrale (equivalent to Master of Science) Programme. This field highlights the always present demand within the professional world: new profiles with a greater flexibility for problem solving, greater ability to integrate in work groups, initiative and, in some cases, leadership. These aspects will be studied within the different project laboratories (ICAR/13) and, in the second year of the programme, within a specific course that combines notions and practices of orientation psychology, personal development psychology and social psychology (Life Design, SSD M-PSI/05). The objective is to obtain knowledge, skills, attitudes to creative work, initiative and *collaborative problem solving*, as well as see these goals as essential in the education of future citizen according to EU education reports (Eurydice report, 2016).

The educational programme of the Laurea Magistrale in Integrated Product Design is divided up into theory courses, project laboratories, work experience with companies, institutions and professional studios and Laurea Magistrale graduation work.

The purpose of the *ex-cathedra* courses is to introduce students to the theoretical-critical dimensions of design which generates innovation and acts as an interface between socio-cultural and technological changes. Each of the theoretical courses is designed to study one of the paradigmatic dimensions within the integrated product design major, focusing on the debates and the various points of view provided by the subject areas.

Closely linked to the theoretical courses, students will take part in design activities within the design laboratories. Laboratory activities provide opportunities for students to experiment with the theoretical-critical knowledge gained, and fosters individual research project work. Each laboratory focuses on one specific dimension of design to aid in the innovation and integration of forms, languages, signs, visual culture, materials, technologies, manufacturing processes, user culture, new use and consumption methods, and new socio-cultural practices.

The laboratories are a space for students to develop an exploratory dimension in their studies. They are to aid in building the methodological rigour, tools and techniques for innovative project development in relation to the vision, scenario and solution building training for complex design projects.

The laboratories are opportunities to examine problems and actions often coupled with external bodies that bring experience and validity to the table. The teaching model involves two different types of laboratory experience.

- an intensive, limited timeframe form linked to the *concept design* laboratories and to the product development labs. In this setting the student has a great variety of design opportunities with the objective of developing his/her design abilities to configure potential solutions;
- Workshops on "Culture and Practice of the Project", SSD ICAR/13, that show different creative exercise opportunities are often developed with external parties (companies, institutions, organizations of various kinds) and with the help of professionals. These professionals can present languages, poetics, and use different approaches, to help the role of contemporary design;
- A type of laboratory that lasts one semester where the student faces the whole design process and deals with structured topics according to project-oriented research.

In this Laurea Magistrale, the design laboratories and the Final Synthesis Laboratory, can be used to develop the premises for the elaboration of graduation work. There are full-blown research and educational platforms which involve students in strong interdisciplinary design experiences.

These laboratories in the corresponding sections tend to:

- explore issues, technological possibilities, emerging socio-cultural needs and other aspects of contemporary life. They are set to re-define the "edges" of the industrial design subject, keeping the core ideals of the product intact;
- thanks to the systemic view and the contribution of research from different levels and point of views, the design subjects of the contemporary industry are faced in detail. These occur in all sectors, but are specific to that of product design.

The programme includes a compulsory internship period at companies, institutions and professional studios that are best integrated with graduation work.

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

4.2. Further Studies

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

5. Professional opportunities and work market

5.1. Professional status of the degree

The career options of the Integrated Product Design Laurea Magistrale (equivalent to Master of Science) provide the product designer with managerial and strategic skills, as well as a systemic point of view and the ability to work effectively in a team to deal with complex problems, which are related to the management/direction of the project activities, design research and artistic direction. The inclusion of such profiles in the work market usually occurs within the technical, research and development offices of the companies, in the marketing and/or design departments, which work to identify new opportunities for innovation within organizations, and in professional design and strategic consulting firms

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The Laurea Magistrale (equivalent to Master of Science) graduate student is an expert that is able to meet the market needs, technological and process restrictions, needs and requests from the user system, and business objectives. Considerable career options can be found in the context of all professional and company opportunities in the design field. Graduate students can work as freelance professionals, be employed in professional studios, or work as consultants. S/he will be able to promote new business initiatives from innovative product-system solutions in order to meet the emerging needs and availabilities of new technologies. There are also employment openings with local governments and research institutions. Graduates can work in small and medium sized businesses that are characteristic of the Italian context. They deal with the renewal of the industrial culture's market product and with industrial manufacturing organisations. Also with services with high innovation content that perform specialist roles in the design and research and development fields.

They can also access third level PhD university programmes.

The Laurea Magistrale in Integrated Product Design supplies students with the tools and strategy skills for employment in professional scenarios. The students will be able to coordinate project collectives and plan complex design action strategies.

The specific skills obtained are:

- an aptitude for systemic thinking, starting from the centrality of the product in the enterprise offer system;
- an ability to build scenarios related to new value creation models, to actualise emerging

technologies and production processes;

- the research and orientation of all the selection of all the elements that contribute to the innovative development of the product-system;
- product-system innovation process, organisational and planning abilities;
- an ability to collaborate with specialists in the various phases leading to the development of new products.

5.2. Careers options and profiles

The Laurea Magistrale in Integrated Product Design helps graduate students find career openings in all professional, consultancy and business activities. Some may begin by working in the design field and planning in the widest sense, encompassing consumer goods, transport, furniture products and product-service systems, including those involved in complex and innovative interaction models.

The graduates frequently work as freelance professionals, employees or consultants in professional or consultancy studios, design department heads, assistants in companies, product design consultants, in technical offices with product design duties, as company design managers, company employees with product design and manufacturing duties, and as teachers at professional or technical institutes.

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

Per essere ammessi al corso di Laurea Magistrale occorre essere in possesso di una laurea di primo livello, o titolo di studio equipollente conseguito all'estero, nella Classe L-4 Disegno Industriale.

Per i provenienti dalla Classe L-4 da Corsi di Studio o curricula diversi da Design del prodotto sarà assegnata una integrazione curriculare relativa ai Settori ING-IND/14 Progettazione meccanica e costruzione di macchine e ING-IND/16 tecnologie e sistemi di lavorazione nonché una integrazione di Laboratorio progettuale.

Possono anche iscriversi coloro che siano in possesso di una laurea di primo livello in una delle seguenti Classi:

- L-3 Discipline delle Arti Figurative, della Musica, dello Spettacolo e della Moda
- L-8 Ingegneria dell'Informazione
- L-9 Ingegneria Industriale
- L-17 Scienze dell'Architettura
- L-18 scienze dell'economia e della gestione aziendale
- L-31 Scienze e Tecnologie Informatiche

purché in possesso di specifici requisiti curriculari come di seguito specificato:

almeno 40 CFU complessivamente conseguiti nei Settori ICAR/13, ICAR/17 Disegno, ING-IND/14 Progettazione meccanica e costruzione di macchine, ING-IND/16 tecnologie e sistemi di lavorazione, ING-IND/22 Scienza e tecnologia dei materiali.

In assenza di tali requisiti curriculari saranno assegnate integrazioni.

Possono inoltre accedere al corso di Laurea Magistrale i laureati presso gli ISIA e presso le Accademie: l'ammissione è possibile per i Corsi con curricula riferiti all'ambito del Design.

Il rispetto dei requisiti curriculari necessari è valutato da un'apposita Commissione di CdS.

In assenza di tali requisiti curriculari saranno assegnate integrazioni.

Eventuali integrazioni curriculari in termini di CFU dovranno essere acquisite prima della verifica della preparazione individuale.

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.

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 C o u n s e l l i n g O f f i c e s i t e

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=4995

The educational offer at the Politecnico di Milano

https://aunicalogin.polimi.it/aunicalogin/getservizio.xml?id_servizio=204&idApp=1&idLink=5000

6.3. Deadlines

Places available for admissions:

- **Integrated Product Design LM**(Milan campus): 90

of which 20 are reserved for non EU students including 5 Chinese students on the “Marco Polo” project.

For the Laurea Magistrale admission time frames check the Laurea Magistrale Programmes Admissions Guide and the 2017/18 academic calendar.

How to become a student at Politecnico di Milano

https://aunicalogin.polimi.it/aunicalogin/getservizio.xml?id_servizio=204&idApp=1&idLink=2968

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6.4. Tutoring and students support

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

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

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

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

- support services for students who require help in solving problems or clarifying concepts;
- approval and publishing texts relating to the presentation of laurea courses it represents;
- identification of student projects from each specific laurea course to be used as guidance tools at Open Days and on the School's official communication channels.

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

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

Polinternational

https://aunicalogin.polimi.it/aunicalogin/getservizio.xml?id_servizio=204&idApp=1&idLink=2168

7. Contents of the study Program

7.1. Programme requirements

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

- To have accomplished 120 credits required in Level II of the Master including the credits

related to the Internship and the credits of the final examination.

- To have developed an individual thesis under the guidance of a tutor, which can be either a projectable work, a theoretical-methodological deepening, or a historical/critical analysis.

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

7.2. Mode of study

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

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

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

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

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

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

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

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

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 Magistrale's educational

content is conveyed.

Laurea Magistrale

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

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

1 Year courses - Track: IP1 - Integrated Product Design 1

Code	Act type	SSD	Course Title	Language	Sem	Credits (CFU)	CFU Group
051350	B,C	ICAR/13 ING-IND/16 ING-IND/22	PRODUCT DEVELOPMENT STUDIO	IT	1	12.0	12.0
051364	B,C	ING-IND/16 ING-IND/22	MATERIALS AND TECHNOLOGIES FOR DESIGN	IT	1	6.0	6.0
051348	B,C	M-PSI/01	DESIGN NARRATIVES	IT	1	6.0	6.0
051344	B	ICAR/13	DESIGN STRATEGICO E DEI SERVIZI	IT	1	6.0	6.0
051367	B	ICAR/13 SPS/08	CONCEPT DESIGN STUDIO	IT	2	18.0	18.0
051346	B	SPS/08	TEORIE E CULTURE DELL'INNOVAZIONE	IT	2	6.0	6.0





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

1 Year courses - Track: IP2 - Integrated Product Design 2

Code	Act type	SSD	Course Title	Language	Sem	Credits (CFU)	CFU Group
051360	B,C	ICAR/13 ING-IND/16 ING-IND/22	PRODUCT DEVELOPMENT STUDIO	EN	1	12.0	12.0
051364	B,C	ING-IND/16 ING-IND/22	MATERIALS AND TECHNOLOGIES FOR DESIGN	IT	1	6.0	6.0
051349	B,C	M-PSI/01	DESIGN NARRATIVES	EN	1	6.0	6.0
051345	B	ICAR/13	STRATEGIC AND SERVICE DESIGN	EN	1	6.0	6.0
051371	B	ICAR/13 SPS/08	CONCEPT DESIGN STUDIO	EN	2	18.0	18.0
051347	B	SPS/08	INNOVATION CULTURES AND THEORIES	EN	2	6.0	6.0

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

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

Code	Act type	SSD	Course Title	Language	Sem	Credits (CFU)	CFU Group
051379	--	--	 [METAINS] PRODUCT DEVELOPMENT STUDIO		1	12.0	12.0
051364	--	--	 MATERIALS AND TECHNOLOGIES FOR DESIGN		1	6.0	6.0
051375	--	--	 [METAINS] DESIGN NARRATIVES		1	6.0	6.0
051380	--	--	 [METAINS] STRATEGIC AND SERVICE DESIGN/DESIGN STRATEGICO E DEI SERVIZI		1	6.0	6.0

051376	--	--	m [METAINS] CONCEPT DESIGN STUDIO		2	18.0	18.0
051378	--	--	m [METAINS] TEORIE E CULTURE DELL'INNOVAZIONE/INNOVATION CULTURES AND THERIES		2	6.0	6.0
089859	B	ING-IND/35	BUSINESS INNOVATION	EN	1	6.0	50.0 (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	C	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	
050537	B	ICAR/13	LICENSING E BRAND EXTENSION	IT	2	6.0	
096616	B	ICAR/13	COMMUNICATION DESIGN AND GENDER CULTURE	IT	2	6.0	
098628	--	ING-IND/17	QUALITY MANAGEMENT	EN	1	6.0	
096766	--	INF/01	ONLINE GAME DESIGN	EN	2	6.0	
096736	C	ING-INF/05	VIDEOGAMES DESIGN AND PROGRAMMING	EN	1	6.0	
092046	B	ICAR/13	TEMPORARY URBAN SOLUTIONS	EN	2 (2)	6.0	
051879	B	ICAR/13	DESIGN E CULTURA DELLA LUCE. LA LUCE COME FONDAMENTO DEL PROGETTO	IT	2	6.0	
051850	B	ICAR/13	SMART AND INTERACTIVE FURNITURE	EN	1	6.0	
050545	C	ING-INF/05	MULTIDISCIPLINARY PROJECT	EN	2	6.0	
051881	B	ING-IND/35	DIGITAL USER INNOVATION	EN	1	6.0	
050545	C	ING-INF/05	MULTIDISCIPLINARY PROJECT	EN	2	6.0	
052003	B	ING-IND/15	VIRTUAL AND PHISICAL PROTOTYPING	EN	2	6.0	
050817	--	SECS-S/01	APPLIED STATISTICS	EN	1	6.0	
052071	B	ICAR/13	DESIGN FOR THE MULTISENSORY EXPERIENCE	EN	2	6.0	
051730	B	L-ART/03	ARTE E PAESAGGIO ITALIANO, DAL MODERNO ALLA CONTEMPORANEITÀ	IT	2	6.0	
094864	B	ING-IND/15	REVERSE MODELING	IT	1	6.0	
051998	B,C	ICAR/13 ING-INF/05	DESIGN AND ROBOTICS	EN	2	6.0	
051828	B	ICAR/13	COME UN LABORATORIO RINASCIMENTALE	IT	2	5.0	
097808	B	ICAR/13	HISTORY OF DESIGN	EN	2	6.0	
051729	B	L-ART/03	ARTE DEL PAESAGGIO ITALIANO, DAL MODERNO ALLA CONTEMPORANEITÀ	IT	2	6.0	
093801	--	ICAR/16	SCENOGRAPHY OF LIGHT - THE CITY AS STAGE	IT	1	6.0	
092046	B	ICAR/13	TEMPORARY URBAN SOLUTIONS	EN	2 (2)	6.0	
095200	--	IUS/04	COPYRIGHT	IT	1	6.0	
050540	B	ICAR/13	DESIGNING MATERIALS EXPERIENCES	EN	1	6.0	
098617	B	ICAR/13	DIGITAL STRATEGY	IT	2	6.0	
089860	B	SPS/08	USER AND SOCIAL INNOVATION	EN	2	6.0	
098651	B	ICAR/13	DESIGN THE COMPLEXITY	EN	2	6.0	
097927	B	ICAR/13	PARAMETRIC REPRESENTATION METHODS	IT	1	6.0	
098619	B	ICAR/13	ANALYSIS OF THE FILM AND NARRATIVE WORLDS	IT	1	6.0	
051820	B	ICAR/13	DESIGN&CREATIVITY	IT	1	6.0	

(2) Course offered in the second half-semester

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

Language courses

https://aunicalogin.polimi.it/aunicalogin/getservizio.xml?id_servizio=204&idApp=1&idLink=3048

7.5. Degree examination

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

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

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

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

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

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

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

https://aunicalogin.polimi.it/aunicalogin/getservizio.xml?id_servizio=204&idApp=1&idLink=3128

8. Academic calendar

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

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

Academic calendar

https://aunicalogin.polimi.it/aunicalogin/getservizio.xml?id_servizio=204&idApp=1&idLink=3208

9. Faculty

The names of professors for each Course, together with their subject, will be available on the degree programme starting from the month of September.

The degree programme is annually published on the website of Politecnico di Milano.

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=4709

13. Quantitative data

The Didactic Observation Unit and the Evaluation Nucleus perform periodic analysis on the overall results analysing the teaching activities and the integration of graduates into the work world. Reports and studies are available on the website of the Politecnico di Milano.

14. Further information

Only the original in Italian is valid.

15. Errata corrige

No contents for this section.

BONZA