

Key Master Programmes According to INTRIDE Skills

State of the art

Italy



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Regarding the Italian state of the art, in our country there are **20 Bachelor Design (BA) course** and **21 Master Design (MA) course** (*Source CUID Conference*).

The research and mapping is concentrated in the MA courses, first and second level Masters and in any specialization/advanced courses, all concerning the State University system.

The private university sector was therefore not taken into consideration.

1.1 Sedi e Corsi di Studio

anno di indagine 2017 - Corsi di laurea attivi - Ateneo: Tutti - Fonte: MIUR

LAUREA IN DISEGNO INDUSTRIALE - L4 (15 SEDI)

CORSI ATTIVI

TOT.= 20

| | |
|---------------------|--|
| BARI | Disegno Industriale |
| BOLOGNA | Design del Prodotto Industriale |
| BOLZANO | Design e Arti |
| CAMERINO | Disegno Industriale e Ambientale |
| CHIETI-PESCARA | Design |
| FERRARA | Disegno Industriale e Ambientale |
| FIRENZE | Disegno Industriale |
| GENOVA | Design del prodotto e della nautica |
| AVERSA- Unlcampanla | Design e Comunicazione Design per la Moda |
| PALERMO | Disegno Industriale |
| PERUGIA | Design |
| ROMA | Disegno Industriale |
| TORINO | Design e Comunicazione Visiva |
| VENEZIA | Design della moda e arti multimediali Disegno Industriale e Multimedia |
| MILANO | Design degli Interni Design del Prodotto Industriale Design della Comunicazione Design della Moda |

LAUREA MAGISTRALE IN DESIGN - LM12 (13 SEDI)

CORSI ATTIVI

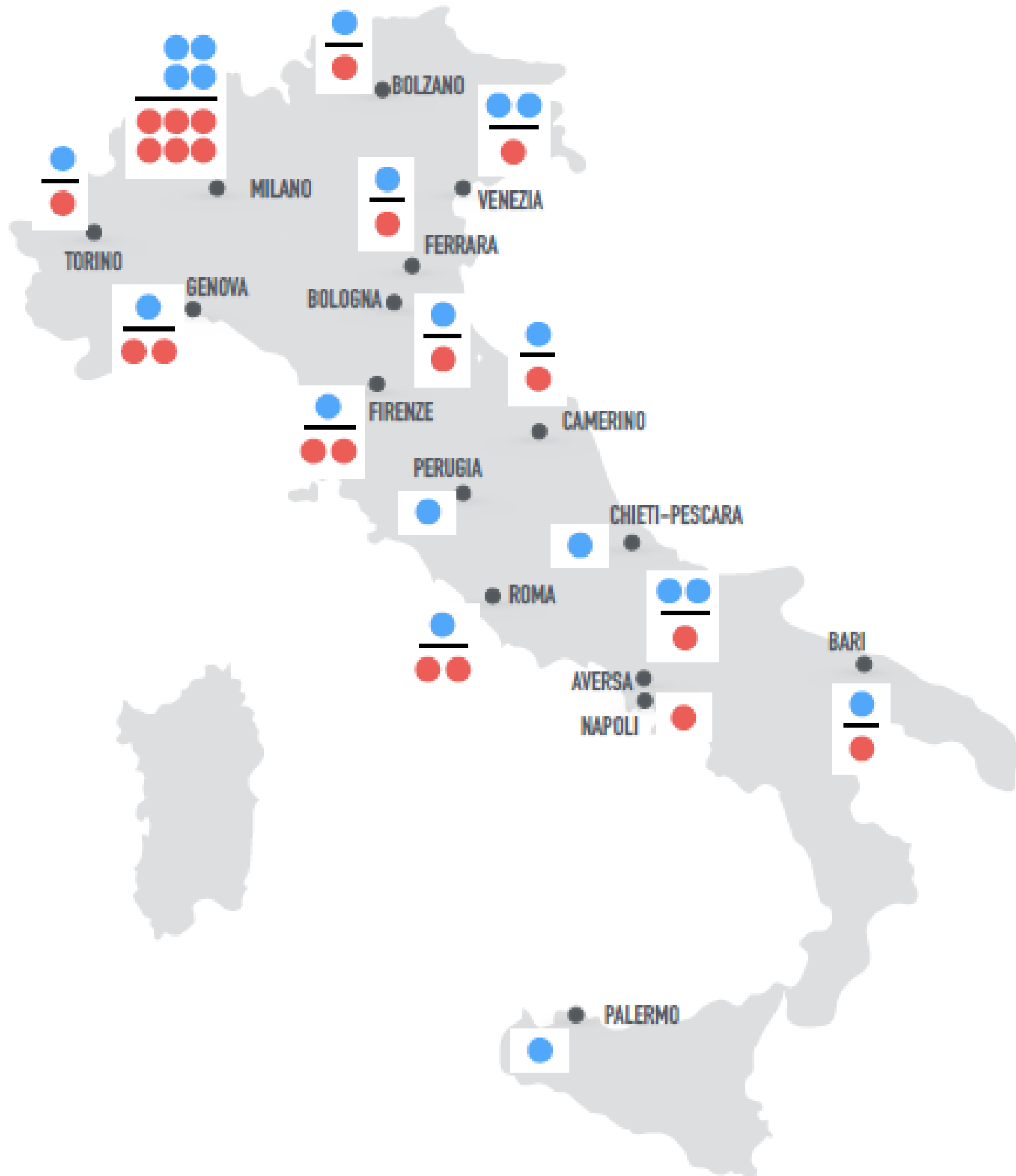
TOT.= 21

| | |
|---------------------|--|
| BARI | Industrial Design |
| BOLOGNA | Advanced design |
| BOLZANO | Design eco-sociale |
| CAMERINO | Design Computazionale |
| FERRARA | Innovation Design |
| FIRENZE | Design Design Sistema Moda |
| GENOVA | Design del prodotto e dell'evento Design navale e nautico |
| AVERSA- unlcampanla | Design per l'innovazione |
| NAPOLI- unlna | Design per l'ambiente costruito |
| ROMA | Design, Com. Visiva e Multimediale Product design |
| TORINO | Design sistemico |
| VENEZIA | Design del prodotto e della comunicazione visiva |
| MILANO | Design & Engineering Design for the Fashion System Design della comunicazione Digital and Interaction Design Interior and Spatial Design Integrated Product Design |

Source: CUID – The congress of the Italian design schools

1.1.1 Sintesi: Sedi e Corsi di Studio

anno di indagine 2017 - Corsi di laurea attivi - Ateneo: Tutti - Fonte: MIUR



Sedi Universitarie



Totale = 16

Corsi di laurea triennale*

TOT.= 20

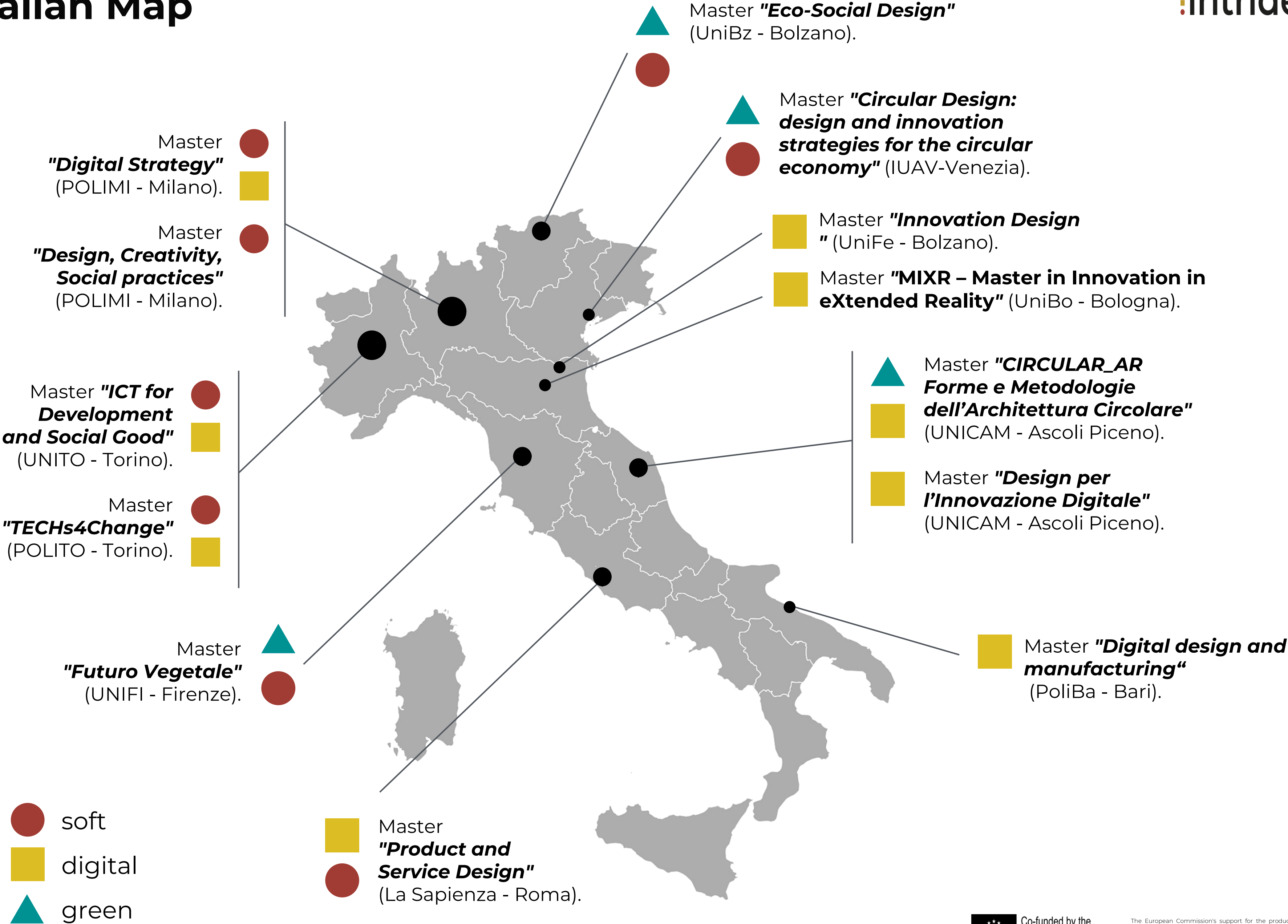
Corsi di laurea magistrale*

TOT.= 21

- Laurea in Disegno Industriale L-4
- Laurea Magistrale in Design LM-12

*Alcuni corsi sono in fase di attivazione o sono stati rinominati

Italian Map



PoliMi

Milano, Lombardia

intrade

POLI.DESIGN
FOUNDED BY POLITECNICO DI MILANO

MASTER IN

DIGITAL STRATEGY

Design, Marketing e comunicazione
per la trasformazione digitale



DIGITAL

SOFT

Digital Strategy

1st level master

The Master is a first level university master of the **Politecnico di Milano** and aims to train professionals able to design, coordinate and monitor digital marketing and communication strategies.

The training course will focus on the transmission of a **design method and technological skills** that will allow students to interpret the changes underway in the current communication landscape and the opportunities offered by **new technological scenarios** to support companies in the transition from traditional to integrated communication.

The outgoing figure will combine strategic and project management skills with digital expertise.

PoliMi

Milano, Lombardia

intrade



Design, Creativity, Social practices

Executive Master

The Master provides an **innovative approach** that integrates the techniques and the approach of **Design with the "sensitivities" of Art** to decline **social and environmental commitment** in a profession.

The method consists of theoretical, methodological and design tools based on **Design Thinking** and on humanistic and social elements, as well as on **Strategic Design** and its applications on a territorial and social scale, on the arts of **critical thinking**, on notions of economic forms and contemporary organization, on inclusive communication models, on Art for social transformation.

SOFT

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Environmental Technological Design

MA course



The 2-year practice-oriented and transdisciplinary study course is an educational framework for designers that aim to contribute to **more sustainable, resilient, solidary and just futures — both locally and trans-locally.**

Eco-Social Design is not only about more eco-efficient products and services but is striving for **future-viable modes of production, consumption and life** – for sustainable economies and cultures. Based on these general aims and values the design of products, spaces, processes, interactive applications and transmedia communication is understood as an integrated task.

Design as a catalyst of desirable and necessary change.

GREEN

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UniTo

Torino, Piemonte

intride

ICT for Development and Social Good

1st level master



**ICT FOR
DEVELOPMENT
AND SOCIAL
GOOD**

FIRST LEVEL MASTER

COMING SOON

This Master originates from the fruitful collaboration between the **University of Turin** and Ong 2.0.

It aims at providing both theoretical and practical proficiency concerning the deployment of **ICT tools** for international development.

The ability to use, adapt and appropriate a number of **tools, platforms, apps and technologies for development**, acquired through hands-on intensive lectures, workshops and crash courses;

Critical thinking will also challenge participants to think out of the box and go beyond their comfortable zones by using and adapting existing examples, methodologies and tools for the local needs

DIGITAL

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UniTo

Torino, Piemonte

intrade

TECHs4Change

2nd level master



The curriculum **Techs 4 Change: Design for Social and Technological Innovation in Development** is built on the key issues highlighted by the **Sustainable Development Goals (SDGs) of the United Nations** and integrated in the agenda of international organizations dealing with development and international **cooperation policies**.

This programme prepares students for a wide range of job opportunities in the fields of **building design, urban regeneration and environmental requalification**. The curriculum includes the use of **appropriate methods and technologies to foster a strong social impact**.

DIGITAL

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UniFe

Ferrara, Emilia Romagna

intrade

Innovation Design MA course



The master in Innovation Design aims at integrating multidisciplinary competences in the innovation of products and services field. The professional profile is very attractive for the industrial world and quite new in the academic offer. Two main asset can be highlighted in the Master in Design: the first one is the Design Thinking approach, the second asset is the learning by doing approach.

DIGITAL

MIXR – Master in Innovation in eXtended Reality

1st level master



Master di I livello

MASTER IN
INNOVATION IN
EXTENDED REALITY

The master has a duration of one year and aims to provide the knowledge necessary for the design of immersive experiences through the use of AR/VR technologies, specializing the skills in four sectors of high application potential: design, architecture and fashion.

At the end of the MIXR course, the participant will have acquired knowledge and skills regarding the use of immersive techniques aimed at:

- Design and create narrative paths based on high-tech presentation tools;
- Representing architectural and cultural projects;
- Develop industrial design products;
- Enhance and market fashion brands.

DIGITAL

UniFi

Firenze, Toscana

intrade



25
1992 - 2017



FONDAZIONE
CR FIRENZE

MASTER UNIVERSITARIO DI 1° LIVELLO

FUTURO ✦ VEGETALE

PIANTE

Coordinamento scientifico:
Leonardo Chiesi e Stefano Mancuso

INNOVAZIONE SOCIALE

PROGETTO



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Futuro Vegetale

1st level master

Futuro Vegetale offers a university educational path for training competent professionals in **a new territory where botanical, social and design research meet.**

This MA course prepares its participants to **face the complex problems that emerge from the environmental and social transformations affecting contemporaneity.**

It offers knowledge and methods for a **multidisciplinary approach** to the design of innovative solutions inspired by the plant world that improve the quality of social relations, living at all scales, materials and technologies.

IUAV

Venezia, Veneto

intrade

Circular Design

1st level master



The master "***Circular Design: design and innovation strategies for the circular economy***" (IUAV-Venice) is annual, first level, and is divided into **teaching modules** that include lectures, exercises, seminars, workshops and an internship for a total of 60 credits.

The master is divided into three modules (basic, product, visual) and an internship period.

For the attainment of the degree, the preparation of an individual thesis related to the internship, or a thesis analysis of case studies or extra internship projects is required.

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UniCam

Camerino, Marche

intrade

CIRCULAR Forms and Methodologies of Circular Architecture

1st level master



- know how to recognize and use **reversible and disassemblable technologies**;
- knowing how to use materials and design spaces that use the **least waste of energy**;
- knowing how to use and interpret with **critical ability** the recent regulations referring to CAM criteria as basic requirements to outline scenarios compatible with the new environmental challenges;
- knowing how to use at a basic level some computational design tools as part of a **design methodology oriented to the upcycling project**;
- know how to use some interface software for the production of building components with **digital fabrication techniques**.

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UniCam

Camerino, Marche

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Design for Digital Innovation

MA course

The Curriculum focuses in a particular way on the development of theories, methods and design processes for the realization of **complex products (smart objects) with hidden intelligence (smart embedded)**, also with the introduction and use of innovative ones **IT tools** (innovative computational tools) which will aim to innovate the product and context scenario, **increase the creative vision** and contribute to the development of a **design for innovation socially useful and sustainable**.

It aims to build a specialized training path for **"innovative" designers** who have the ability to exercise a multidisciplinary activity and to provide an active contribution to the production context.



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La Sapienza

Roma, Lazio

intrade

Product and Service Design MA course



P&SD

Master of Science in Product & Service Design

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The Master is a studio-based program directed to those students who wish to deepen their innovative abilities, who are interested about the integration of design, technologies, cultures and business, and who want to be involved in the creative challenges of making objects and ideas that improve people's lives.

It is focused on dedicating to improve a more **critical and technical capabilities** to explore contemporary design languages and in experimenting with **innovative technologies and materials**.

Digital design and manufacturing

1st level master



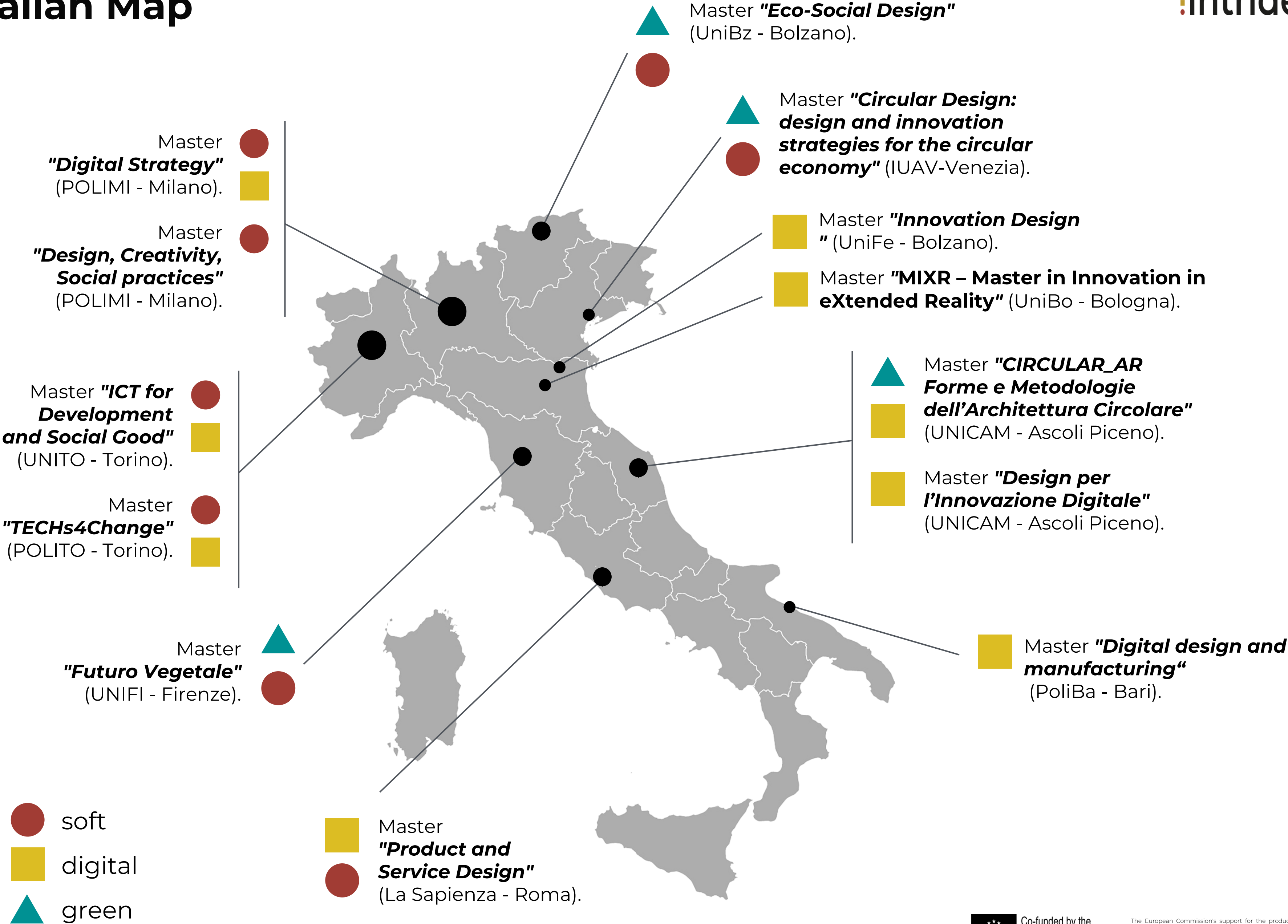
Politecnico di Bari

The master course aims to train professionals capable of accompanying, interpreting and offering answers to the new contexts of productivity, both in traditional areas (more linked to the contributions of neo-artisan productivity) and in the areas of industry (which is oriented to welcome standard 4.0); then new professional profiles will be formed, equipped with specialized skills related to digital design and manufacturing.

DIGITAL

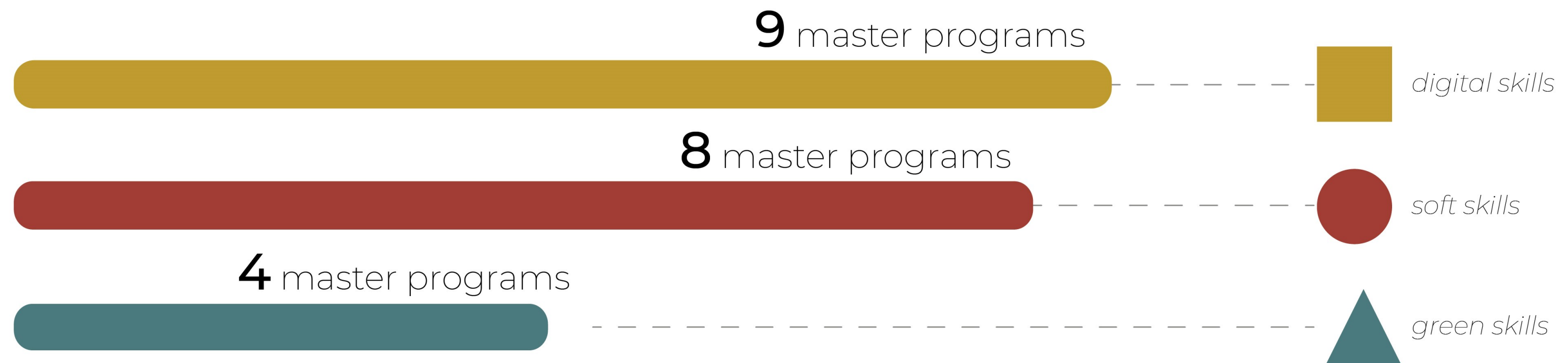
SOFT

Italian Map



Main DATA

- ◆ Level of presence of INTRIDE skills in master programs



Extra DATA

- ◆ 10 Universities (state/public sector)
- ◆ 12 Master courses activated on *soft/digital/green skills*

Despite this general situation presented above...

There is no integrated training path that combines all the key skills (green, soft, digital) of the INTRIDE project and of the individual MA courses presented.

IT EMERGES THAT THE JOINT CURRICULUM OUTLINED AS THE OUTPUT OF THE INTRIDE PROJECT IS VERY RELEVANT IN THE ITALIAN CONTEXT!

It seems important and crucial to us to get a feedback from the other EU Countries in order to verify the same level of relevance regarding the key skills of the project. So we therefore ask you to develop a ppt research similar to the one just presented. The results could be shared and discussed together during the next meeting ...

Thanks for your attention!