Summer Courses 2024

DOMUS ACADEMY MILANO

Domus Academy runs a unique series of intensive short courses, aiming at offering to the most talented students and promising international designers the opportunity to experience the Domus Academy learning methodology.

The workshop structure, made of lectures, visits, case histories held by professionals in the field, as well as practical training, enables students to invest their time into an intensive experience, an "open mind" deepening into those design issues that will help students in their last years of an undergraduate program, postgraduate students and recent graduates to build a sensitive professional soul on a solid, strategic design basis.

Dates:

FROM 8th JULY TO 19th JULY 2024

Duration:

60 contact hours

Attendance:

Monday to Friday

ECTS:

4 (ECTS credits will be indicated in the final transcript upon successful completion of a course, but will be transferred at the option of each student's home University)

Fees:

Fee for a 2-week course: 2.150 €*

**The fee includes: class work, lectures and guided visits indicated in the course schedule, lunch on campus from Monday to Friday.*

The fee does not include: travel expenses, accommodation, local transportation and other meals.

Total fees are due by the start date of the course and under no circumstances students who have not finalized the payment will be admitted into class.

Please note that Domus Academy Summer Courses have a limited number of places that will be therefore assigned on a first come – first accepted basis.

Early Bird Discount:

10% on tuition fee for enrollments by 19th January 2024

DOMUS ACADEMY SUMMER COURSES

FROM 8th JULY TO 19th JULY 2024:

Augmented Reality Boot Camp

Digital Communication and Social Media for Fashion – from Strategy to Creators

Fashion Buying Techniques

Italian Design Culture and Contexts

SUMMER COURSES OVERVIEWS

Augmented Reality Boot Camp

This course aims to provide students with a comprehensive **understanding of Augmented Reality (AR)** concepts, technologies, and applications in the field of design. Through the lectures and creative exercises, students will explore the AR technologies from core principles and components of **AR systems, 3D graphics and renderings, gestures and interaction paradigms, storytelling and experience design in AR.** At the end of this course, students will be asked to produce a reflective learning journal in relation to the AR technology and experience to demonstrate the understanding and original interpretation of the course. The Boot Camp will end with a short presentation and the creation of **a rapid prototype of a micro-experience in AR.** Students will get a practical introduction to AR technology and its applications. By combining theoretical lectures and visits, students will have the opportunity to explore the **latest advancements in AI technology** and gain insights into Italian Design heritage. Additionally, the course aims to foster **critical and creative analysis of AR technology and its relevance**, enabling students to seamlessly incorporate these insights into their own design vision. As part of the course assessment, students will present a reflective learning journal showcasing their original and creative learning experiences throughout the duration of the course.

This course is intended for students in their final years of an undergraduate program (undergraduate students' applications will be subject to evaluation and final confirmation by the Project Leader), postgraduate students and recent graduates in the areas of Product Design, Interior Design, Architecture, and Urban Landscape Design.

A general familiarity with 3D sketching, modeling and rendering tools would greatly help.

"Glows up with you"
illimity
Inspires

Digital Communication and Social Media for Fashion – from Strategy to Creators

This course will be a complete introduction to the use of **social media as a job tool in the fields of contemporary fashion and design.** Students will explore different approaches that define how to work on digital fashion campaigns. **From digital communication to strategy**, the students will learn how to build a **consistent message around brands.** In addition, they will work on fundamental social media tools to define a **strong storytelling**: from **editorial plans to influencers and creators**, they will learn how to identify trends and include them in their integrated digital communication.

The aim of the course is to give students an exhaustive background to start working on digital for the fashion and design fields. They will work actively during the course to **build their own toolkit of communication on social media**, and they will develop a more analytic vision and an effective approach on the topic in order to **create consistent social media campaigns.**

This course is intended for students in their final years of an undergraduate program as well as postgraduate students in the areas of fashion design, accessory design, arts, humanities, economics, or business. The course is also open to candidates with a background in other disciplines, if they are motivated by a strong interest in the topic.

Fashion Buying Techniques

This course focuses on the **key role and responsibilities of a Fashion Buyer in the fashion industry** and its combination of style-related, quantitative and technical skills. Through lectures and exercises, students will learn how to recognise different **buying methods** and how to **define a complete buying cycle**: Pre-During-After purchasing campaign. At the end of this course, students will be asked to produce a complete Buying Strategy for an assigned Brand/Retailer in the analysed scenario, following major tasks developed by a Fashion Buyer in a professional environment: **data collection, data and report analysis, buying plan development.**

By combining theoretical lectures and visits, students will have the opportunity to explore the prerequisites of the role, from professional competencies to personal attributes. Additionally, the course aims to foster critical and creative analysis of **consumer demand, trends and behavior from a socioeconomic and cultural point of view**, as well as an **analysis of fashion trends**, through a thorough examination of fashion catwalks, shows and presentations in order to identify market opportunities and to translate them into a feasible buying concept. As part of the course assessment, students will present a buying project showcasing their original and creative learning experience throughout the duration of the course.

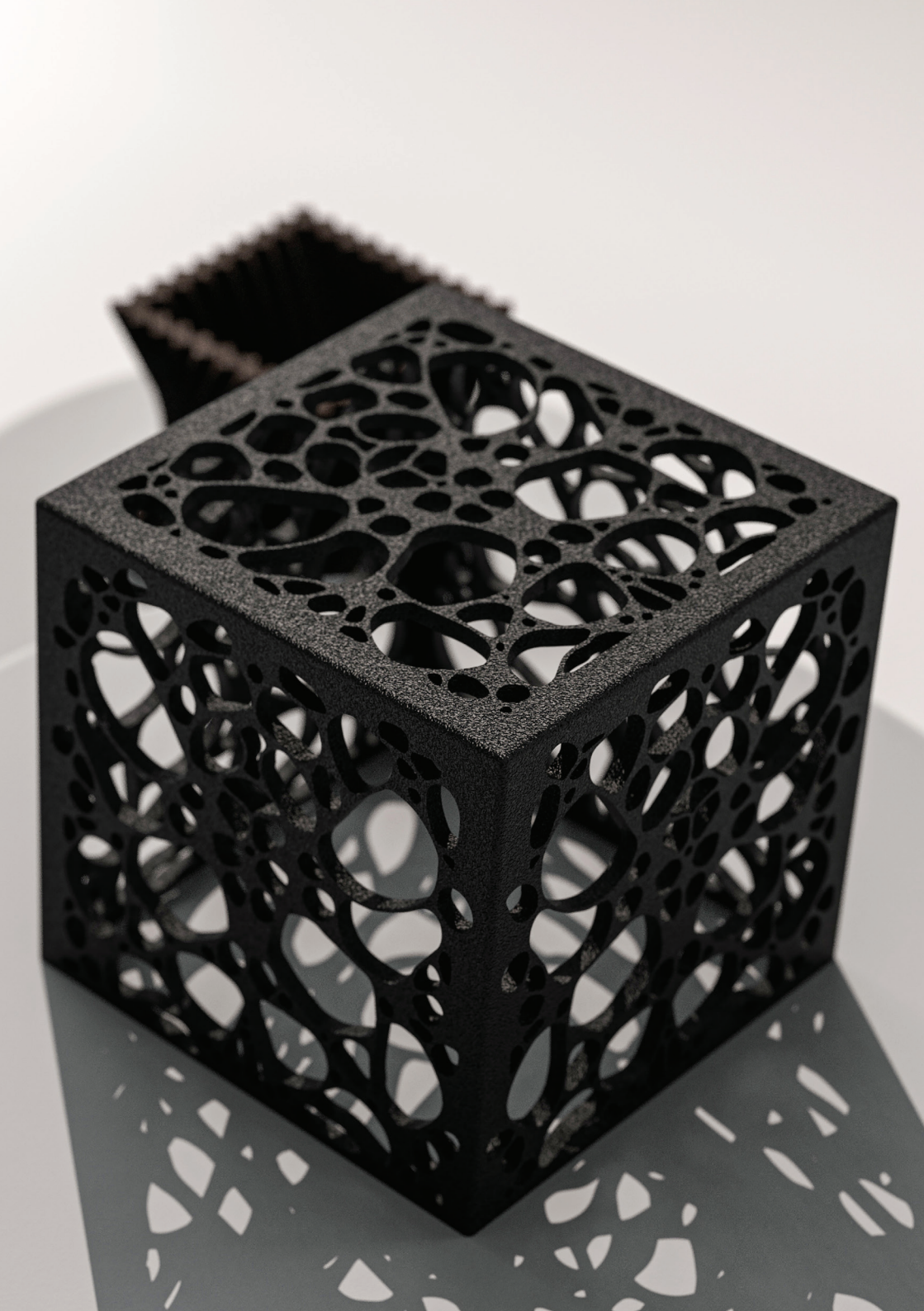
This course is intended for students in their final years of an undergraduate program (undergraduate students' applications will be subject to evaluation and final confirmation by the Project Leader), postgraduate students and recent graduates in the areas of Fashion Management, Business/Economics, Fashion Design and Retail Management.

Italian Design Culture and Contexts

Italy, and in particular the Milan area, has a unique history and culture of design, which is prolific and world-renowned. This course embraces **all different scales of Italian Design**, from product to interior and architecture with the aim to highlight and **identify the key factors that determine the quality of a design solution**, tracing a path that connects past, recent and future experiences. Alongside class lectures and creative activities, the course includes **archival, studio and showroom visits as well as an architectural tour of the city**, to experience the immersive quality of Italian Design heritage as well as its most up-to-date design examples. At the end of this course, participants will be asked to produce a reflective learning and research journal in relation to the history and culture of Italian Design and its approach to demonstrate the understandings and original interpretation of the course.

The aim of the course is to **introduce** students **to the world of Italian Design in its most relevant aspects**, and to showcase the highlights of Milanese design. Through theoretical lectures and visits, students gain in-depth knowledge of its key historical references as well as its most up-to-date case studies. Furthermore, the educational goal of the course is to critically and creatively analyse **Italian Design heritage, values and its innovation** to be able to further integrate them into one's original vision of design. Students will design and present a reflective learning journal, which demonstrates original creative learning process of the course and will serve them as a bespoke resource for further research and development of their design practice.

This course is intended for students in their last years of an undergraduate program, postgraduate students and recent graduates in the areas of Product Design, Interior Design, Architecture, and Urban Landscape Design.



WEEK 1

July 2024

MON 08	TUE 09	WED 10	THU 11	FRI 12
10:00 - 13:30	**10:00 - 13:00**	**10:00 - 13:00**	**10:00 - 13:00**	**09:30 - 13:30**
Orientation and Course Introduction	Lecture / Workshop / Activity	Lecture / Workshop / Activity	Lecture / Workshop / Activity	Mid - Review
LUNCH BREAK	*LUNCH BREAK*	*LUNCH BREAK*	*LUNCH BREAK*	*LUNCH BREAK*
14:30 - 17:30	**14:00 - 17:30**	**14:00 - 17:00**	**14:00 - 17:30**	
Lecture / Workshop / Activity	Field Lession / Visit	Lecture / Workshop / Activity	Field Lession / Visit	FREE

TOT HRS

29,5

WEEK 2

July 2024

MON 15	TUE 16	WED 17	THU 18	FRI 19
10:00 - 13:00	**10:00 - 13:00**	**10:00 - 13:00**	**10:00 - 13:00**	**09:30 - 13:30**
Lecture / Workshop / Activity	Lecture / Workshop / Activity	Lecture / Workshop / Activity	Lecture / Workshop / Activity	Final Presentations and Certificate Awarding
LUNCH BREAK	*LUNCH BREAK*	*LUNCH BREAK*	*LUNCH BREAK*	*LUNCH BREAK*
14:00 - 17:30	**14:00 - 17:30**	**14:00 - 17:30**	**14:00 - 18:00**	
Field Lession / Visit	Field Lession / Visit	Lecture / Workshop / Activity	Final Project Review and preparation for Final Presentations	FREE

TOT HRS

30,5

Please visit https://www.domusacademy.com/postgraduate/short-courses/ for further information and to request the detailed course syllabi and application form.

Domus Academy

Domus Academy was founded in Milan in 1982 as one of the first postgraduate design schools in Italy and as an open project revolving around the experience of Italian design and fashion.

Over the years, it has established itself as a school in the full sense of the term: a place for postgraduate training and a research laboratory on the themes of innovation and design.

With 11 Master's Programmes and two 2-year Masters of Arts, its international perspective and unique "learning by designing" approach, Domus Academy stands out as a benchmark in education, while investigating innovation and shaping the future of Design transformation.

It is a place where students can discover new realities, boost their careers, and invent professional trajectories aligned with tomorrow's market demands.

domusacademy.com

Less
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MORE
HALF
MOON
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