



master in DESIGN DRIVEN COMMUNICATION

The Master course has the objective of forming new professionals able to integrate the instrument of communication within the process of enhancing the value of brand and product.

ACADEMIC YEAR

November 2010 - October 2011



Italstudio

Dommelstraat 36 - 4105 ZC Culemborg - NL
Tel. 0345 - 52 01 52
Fax 0345 - 53 09 67
E-mail: info@italstudio.nl
www.italstudio.nl

For over 20 years now, **Domus Academy** has been standing amongst the most prestigious Italian Schools for postgraduate education in design and fashion. Since more than 40 years, **IULM University** has been functioning as a meeting point for the academic and entrepreneurial worlds, offering a palette of formative paths favouring two main areas: languages and communication.

The new **Master course in Design Driven Communication** originates from the encounter of these two realities, and aims at giving a concrete answer to the urging demands of all those high profile or design driven companies and businesses which seek innovation when it comes to all areas connected with communication. This type of communication does not only come into play as the end part of the **value-increasing process of a product**, but belongs in fact to the very **value-making process of the brand and company**.

INFORMATION

PHONE +39 02 42414012/25
INFO@MASTERDDC.IT
WWW.MASTERDDC.IT

TUITION FEE

16.000 EURO

LANGUAGE

ENGLISH



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THE COURSE

The programme of the Master course is composed by three preparatory modules of frontal didactics (immaterial economy or economy of the symbolic, communication pragmatics, design direction) and is enriched by three investigation workshops (during which the students will be required to simulate a real project situation) built on themes strategically identified together with the most innovative firms in the field. Frontal didactics, workshop, focus time and, lastly, final Master thesis, are the four phases which, individually evaluated, will result in the conclusive marks of the Master.

THE COURSE OBJECTIVE

The Master course aims at building up new professional competences endorsed with the ability to handle and manage all the aspects of expression and development revolving around product and brand (from conception to story board, from events to point-of-sale communication, from customer satisfaction to social responsibility) as key elements in the communication strategies. The course was born with the support of Italian and international companies which have committed to embracing communication and design experience strategies as fundamentals of their own identity.

THE (TARGET) AUDIENCE

The Master course is suitably designed for graduates in humanistic studies, social sciences and communication, as well as graduates in the sphere of economy or in the sectors of design and marketing, who wish to deepen their knowledge of the strategic aspects of communication and acquire competences and professionalism in this new specific sector.



THE FUTURE

Once completed the course, the new professionals will be able to identify and manage innovative design driven communication. The Master graduates will be entitled to adequate positions in different entrepreneurial sectors: strategic planning in advertising agencies and media centres, strategic marketing in design driven and consumer oriented firms, event organization, service marketing, territorial developments agencies, tourist services marketing.

IMAGE CREDITS: 1. Domus Academy, *Evento a Roma* 2. Milano, *Ebay Design House, 2007* 3. Milano, *Quadrilatero della moda*

Domus Academy | Via Watt 27 20143 Milan Italy | ph. +39 0242414001 fax +39 02 4222525 | www.domusacademy.com | info@domusacademy.it
Università IULM | Via Carlo Bo, 1 20143 Milano | tel. 02 891411 fax. 02 891414000 | www.iulm.it