
master of arts in

COMMUNICATION DESIGN

The main feature of the two-year MA is the synthesis between the typical marketing approach, as usually covered in more corporate business oriented courses, and the artistic-expressive approach as used by new technologies. The programme helps students develop a solid background in the field of marketing and integrated communication, gaining a wide range of technical-expression skills and design production tools. By working on real briefs, students have the chance to put their acquired skills into practice and to undertake all phases of complex communication projects.

CAREER OPPORTUNITIES

Communication
designer
Marketing
professional
Art director
Copywriter
Strategic planner
Communication
manager

User experience
and interface
designer
Brand designer
Social media
manager
Digital strategist
Creative director

MAIN TOPICS

YEAR 1

Project methodology
of visual
communication 1

Art direction 1

Phenomenology
of contemporary arts 2

Project methodology

Phenomenology
of contemporary arts 1

Project methodology
of visual
communication 2

YEAR 2

Project methodology
of visual
communication 3

Editorial systems
for art

Art direction 2

Design management

Project methodology
of visual
communication 4

CAMPUS
Milan

AREA LEADER
Patrizia Moschella

COURSE LEADER
Fabio Pelagalli
