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master of arts in

# PRODUCT AND SERVICE DESIGN

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The transition of the modern world from a “society of goods” to a “society of services”, and the search for a sustainable relationship with nature, gives designers the chance to explore the ethics of design more thoroughly. During the MA in Product and Service Design (Second Level Academic Degree in Design), professors and professionals guide students to become full-scale designers, capable of envisioning new products and services, managing all phases of a project's development, from conception to manufacturing and release onto the market, through definition of the design strategy and material researching.

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## CAREER OPPORTUNITIES

Product designer	Design manager
Service designer	Brand designer
UX/UI designer	Art director
Brand specialist	
Product development manager	
3D modeling specialist	

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## MAIN TOPICS

**YEAR 1**

- Product design 1
- Visual design
- Project methodology
- Product design 2
- Brand design
- Experience design

**YEAR 2**

- Product and service design lab 1
- Interface design
- Design management
- Product and service design lab 2
- Art direction

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CAMPUS  
Milan

AREA LEADER  
Claudio Larcher

COURSE LEADER  
Luca Poncellini

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