



INDACO DEPARTMENT

Department of Industrial Design, Art, Communication and Fashion

Politecnico di Milano is divided into several different departments, each of them coordinates and promotes research activities in specific fields of research.

At the basis of the research, experimentation and teaching activities of the INDACO Department (Department of Industrial Design, Art, Communication and Fashion), there are the tools, the techniques, the poetics and the several cultures of Design, related to the project, as well as to the material, communicative and service artefacts, in other words to the product-system and the environment-system, and at last to the advanced industrial economics.

The activities of the INDACO Department, in collaboration with associations, institutions and local agencies, are focused then on promoting design as key element and strength of the national economic system.

Through collaborations and researches at European and extra-European level, INDACO wants also to diffuse the culture of innovation pushed by design, extending it in other Italian industrial fields.

The INDACO Department collaborates with the others sixteen departments of Politecnico di Milano on specific multidisciplinary projects.

The INDACO Department is located in the Bovisa Campus, in the buildings of Via Durando.

UdRD d.com

Communication Design Research and Teaching Unit

Among the several different research groups of the INDACO Department, each of them working on specific topics and areas of Design, the UdRD d.com (Communication Design Research and Teaching Unit) investigates the role of communication design in five major domains:

- _ supporting decisions in complex systems/problems;
- _ the development of visual tools to interact with information and knowledge bases;
- _ the design of multimedia formats and digital services focused on user experience and interaction design;
- _ strategies, methods, processes and communication formats for the cultural production and entertainment industries;
- _ identity and packaging systems.

THE SCHOOL OF DESIGN

The INDACO department is strictly connected to the School of Design of Politecnico di Milano, which offers a full and varied range of courses in the field of Design. At Politecnico di Milano research and teaching activities are in fact always deeply integrated one to each other.

The brief history of the School of Design is marked by the constant prioritizing of experimental and innovative lines of development, in order to meet the real demands of the market and the contemporary society.

Since its foundation in 1999 the teaching staff has represented a variety of cultures, merging the scientific and academic subjects, taught in both the School of Architecture and School of Engineering of Politecnico di Milano, with the professional and entrepreneurial sectors that are a fundamental contribution to the Italian design culture.

A large team of entrepreneurs, experts, designers, in the field of management, services and culture as well as professional associations have joined the teaching staff during the years, playing an essential role in the didactic program.

The School of Design in figures:

_about 4000 students;

_more than 700 teachers and about 800 assistants, professionals and specialists in the subjects taught, who support the teachers;

_about 180 international incoming exchange students and 150 outgoing exchange students every academic year;

_about 240 international perspective students at Master level.

The School of Design is located in the Bovisa Campus.

The School of Design delivers B.Sc. in Industrial Design, Communication Design, Interior Design and Fashion Design.

The School of Design delivers M.Sc. in Industrial Design, Communication Design, Interior Design, Fashion Design, Product Service System Design, Design & Engineering, Nautical & Naval Design.

Bachelor Degree (Laurea) in Communication Design - 3 years

The *Bachelor of Science* is an undergraduate degree obtained after a three years course of study and aims to provide a solid foundation in the core scientific subjects as well as more specialized, professional training. During the third year, the student is expected to acquire work experience by doing an internship at a company. Once student obtains the B.Sc. degree, he can either directly enter the job market or continue his studies by the applying to the Master of Science.

The education course of the Communication Design guarantees a solid basic education within project disciplines and competencies of methodological technical-operational needed aspects.

The study of theories and methods on a bibliographic levels is to be considered as part of experiences of projects developed in workshops formula. In particular instrumental, technical and technological competencies are acquired for the communication project: techniques of the visual, graphical, photographic, typographic, video, treatment of images and visual and audiovisual languages representation, knowledge of perceptive and chromatic systems mechanisms.

Master Degree (Laurea Magistrale) in Communication Design - 2 years

The *Master of Science* is awarded after two more years of study and aims to provide rigorous, advanced education in more highly specialized areas. Those who already have a B.Sc. in a different field or have attended a vocational school and want to obtain a M.Sc. certificate must first obtain the necessary credits.

The Master Degree in Communication Design allows to higher the project autonomy, but also the theoretical and strategic competencies: the capabilities of coordination and of control of complex communication systems, integrating artefacts and support which are different according to the inter-media forms of communication.

This figure works in the traditional and multimedia editorial field, in the brand and product identity area, for products and services for new televisions, the network and the mobile telephone systems; moreover, also for innovation and experimentation of prototypes for communication integrating traditional and technologically advanced communication systems, coordinating a project field which is particularly complex.

With these goals in mind, a particular attention is given to the theoretical and critical area, to semiotics, to sociology and mass media sciences, which are key points of the particular competencies of the communication designer, together with the knowledge of technology, which is at the basis of project planning for new forms of interaction.

DOCTORAL PROGRAM IN DESIGN

The Ph.D. degree is the highest academic degree awarded.

The Doctoral Programs of Politecnico di Milano aim to develop the professional competence to carry out high level research in manufacturing and service companies, public bodies and universities.

The Doctoral Programs provide a selected number highly qualified graduates, endowed with a solid preparation and keen intellectual curiosity, with the opportunity of acquiring a high degree of professional expertise in specific scientific, technological, social and economic fields. Ph.D. graduates are not only capable of carrying out research projects but develop, during their period of study, new knowledge on scientific frontiers that can be immediately applied in professional activities.

The Ph.D. academic qualification is gained after a course of study and research lasting at least three years under the supervision of a Teaching Committee.

The Doctoral Program in Design is active at Politecnico di Milano and offered by the INDACO Department. This doctoral course refers to the Industrial design scientific field. Others scientific fields explored are Philosophy, Sociology of cultural and communicative process, Languages theory and computer science.

The Doctoral Program in Design is articulated in different specializations (Product, Communication, Interior design, Fashion, Cultural heritage, Design and engineering, Product-service system).

Specialization in Communication Design

The specialization in Communication Design aims at developing research programs that cope with complex communication problems.

The contents of the communication design specialization support the solution of both visual design problems related to traditional technology and communication problems associated to digital systems (multimedia/multisensory).

The research field is composed by different areas:

- _ Information and Knowledge Design;
- _ Multimedia Formats;
- _ Movie and Brand Communication;
- _ Identity Systems and Packaging Design;
- _ Interactive Multimedia and Digital Services.