



Communication Design

VISUAL COMMUNICATION DESIGN

OVERVIEW

This 2Y Master course completes the Bachelor's Degree in **Communication & Visual Design**, culminating in a Master of Arts in Communication Design (3+2 years). It grants eligibility for **doctoral studies** and opens pathways into **academic careers**. It provides training in **strategic, sociological, cultural, and advanced creative disciplines**, aligned with contemporary media dynamics to support organizations in complex communication contexts. It equips students to rethink brand identities, reposition products for new markets, and develop launch strategies for emerging start-ups in a rapidly evolving landscape.

After the 2Y Master in Communication Design, students can pursue careers as:

✓ **ART DIRECTOR (IN AGENCY OR IN-HOUSE AGENCY)**

✓ **STRATEGIC PLANNER**

✓ **BRAND STRATEGIST**

✓ **PROJECT MANAGER**

✓ **BRAND MANAGER**

✓ **DIGITAL MARKETING SPECIALIST/ANALYST**

COURSE TYPE

Master of Arts

AFAM / 120 CFA equivalent
to 120 ECTS credits

**Recognized by the Italian Ministry
of University and Research.**

✓ **PHD RESEARCHER/DOCTORAL CANDIDATE**

✓ **ASSISTANT PROFESSOR/LECTURER**

PATRONAGE

The program benefits from the prestigious patronage of **ADCI, Art Director Club Italia**, the leading Italian Institution in the fields of communication and advertising which annually organizes the **Intersections conference** in Milan and awards the best Italian creative work of the year for professionals.

WHY MILAN?

As a global capital of design, luxury and innovation, the City of Milan offers privileged access to **leading brands, design studios, exhibitions, trade fairs and industry events**. The city becomes an extended classroom where students can observe and interact with excellence in craftsmanship, hospitality and contemporary living.



KEY OUTCOMES

- Demonstrate advanced understanding of communication history and theory, applying core concepts to the analysis of contemporary contexts.
- Interpret communication as a fundamental human process through anthropological and sociological frameworks.
- Apply a structured research methodology to investigate customer behavior, cultural trends, and creative drivers, translating findings into communication solutions.
- Create and develop communication campaigns that demonstrate cultural resonance and measurable influence on target audiences.
- Select and implement media planning and channel strategies to deliver coherent and high-impact communication initiatives.
- Oversee the full development and production workflow of communication campaigns across multiple media environments.
- Employ advanced visual design skills characterized by adaptability, methodological rigor, and a distinctive creative direction.
- Manage design processes with autonomy and a research-driven orientation.
- Present and articulate design outputs using advanced digital tools, ensuring a contemporary and experimental creative perspective.

INDUSTRY COLLABORATIONS

Thanks to Istituto Marangoni's **strong ties with leading luxury companies** and its diverse international student community, Istituto Marangoni Milano offers a unique methodology that allows students to work on projects under the supervision of the most prestigious fashion and beauty brands, gaining valuable global perspectives.

Some high-value collaborations include:

FORNASETTI

A STRATEGIC PROJECT REDEFINING BRAND'S MARKET POSITIONING AND STORYTELLING FOR CONTEMPORARY AUDIENCES.

IKEA

A CREATIVE PROJECT DEVELOPING A CONCEPT-DRIVEN SOCIAL MEDIA CAMPAIGN TAILORED TO IKEA'S COMMUNITY AND BRAND VALUES.

FACULTY

The Faculty at Istituto Marangoni is recognised internationally for its academic excellence and strong Industry connections. Lecturers and teachers are established professionals who bring real world expertise into the classroom, offering students direct insight into contemporary practices, emerging trends, and the dynamics of the global fashion, design, and luxury industries.



	SUBJECT	DESCRIPTION	ECTS
YEAR 01	COMMUNICATION HISTORY AND CULTURE	Explores the evolution of communication practices and visual languages within their social, cultural, and historical contexts.	4
	IMAGE PHENOMENOLOGY	Examines how images are perceived, interpreted, and experienced, focusing on meaning-making and visual perception.	6
	COMMUNICATION SKILLS AND TECHNIQUES	Focus on brand strategy and identity building, developed with brand consulting FutureBrand.	10
	DESIGN RENDERING AND COMMUNICATION	A technical lab on 3D visualization, interaction, videomapping, and AI-based tools to produce clear and compelling creative projects.	6
	COMMUNICATION DESIGN	Creation of two creative projects, from brief to final presentation, using agency-style methods and 1:1 feedbacks.	10
	GRAPHIC DESIGN	Develops visual communication solutions through typography, layout, and imagery to convey messages clearly and effectively.	8
	MULTIMEDIA INFORMATION TECHNOLOGIES	Introduces digital tools and technologies used to design, produce, and manage multimedia communication systems.	6
	BUSINESS ENGLISH	Essential professional English for presenting ideas, writing clear documents, and communicating in international settings.	4
	FREE STUDY ACTIVITIES	Independent study activities.	6
YEAR 02	GRAPHICS AND DESIGN: CULTURAL STUDIES	A study of how cultural and historical contexts shape graphic design.	4
	SOCIOLOGY AND ANTHROPOLOGY OF COMMUNICATION	Analyzes communication processes as cultural and social practices, exploring how meaning is shaped across communities and contexts.	4
	COMMUNICATION STRATEGIES	Develops strategic approaches to designing and managing communication across media, audiences, and platforms.	8
	ART DIRECTION	Development of two creative projects for brands, designing integrated communication campaigns from concept to execution.	12
	MULTIMEDIA DESIGN	Focus on full production and post-production process, using the latest technologies to create contemporary multimedia content.	10
	INTERNSHIP	Internship.	12
	DISSERTATION	Final written thesis.	10