

Design Innovation & Management

PRODUCT DESIGN

COURSE TYPE

Master of Arts

The course is currently under Afam validation as a Second Level Academic Diploma.

OVERVIEW

With the 2Y Master of Arts course in Design Innovation & Management, students acquire advanced skills in **strategic design development, innovation processes, product lifecycle management** and **cross-functional collaboration**. The programme combines research-driven **experimentation** with real-world **application**, preparing students to operate confidently in complex global markets. The course fosters a forward-thinking mindset, encouraging students to respond to contemporary challenges through **sustainable, user-centred** and **market-oriented design solutions**.

The programme integrates **theoretical knowledge** with **hands-on projects**, equipping students with the skills to lead product innovation processes and seize professional opportunities within the design, manufacturing, luxury and creative industries. Through concrete projects, **collaborations** with industry leaders and **synergies** with students from other study areas, emerging professionals will be ready to present innovative product concepts and strategic design solutions with a high level of professionalism, managerial awareness and creative vision.

After the 2-Year Master in *Design Innovation & Management*, students can pursue careers as:

✓ PRODUCT DESIGNER

✓ DESIGN INNOVATION MANAGER

✓ CREATIVE PROJECT MANAGER

✓ PRODUCT DEVELOPMENT SPECIALIST

✓ DESIGN STRATEGIST

✓ SUSTAINABILITY & CIRCULAR DESIGN CONSULTANT

With in-depth industry knowledge and skills aligned with evolving market demands, graduates may also explore roles in innovation consultancy, brand-driven product strategy, smart and connected product development, and cross-disciplinary design leadership within international companies and creative agencies.

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

During the academic path, students are encouraged to progressively develop their personal design identity, strengthening both their creative and strategic capabilities year after year.

First Year

The first year focuses on building a solid foundation in design methodology and innovation processes. Students explore:

- Advanced product design methodologies
- Design thinking and user experience
- Materials, technologies and manufacturing processes
- Sustainability and circular economy principles
- Brand strategy and market analysis
- Visual communication and design representation

Through workshops and interdisciplinary projects, students learn to transform research insights into tangible and viable product concepts.

Second Year

The second year consolidates managerial and strategic competences, with a stronger focus on innovation leadership and real industry scenarios. Key areas include:

- Innovation management and entrepreneurship
- Strategic product development
- Luxury and lifestyle product systems
- Smart products and emerging technologies
- Business modelling for design
- Industry collaboration projects and final master project

Students develop comprehensive design proposals that integrate creativity, feasibility and business strategy, culminating in a final project aligned with professional standards.

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.



	SUBJECT	DESCRIPTION	ECTS
YEAR 01	HISTORY AND CRITICISM OF CONTEMPORARY DESIGN	This course provides key insights into design culture from the late 19 th to early 21 st century.	3
	MATERIALS SCIENCE AND TECHNOLOGY	This subject explores materials science as a driver of design innovation, focusing on the properties, performance and creative potential of traditional and advanced materials.	6
	TECHNIQUES OF PROJECT COMMUNICATION	Students learn to build effective storytelling across all design phases—research, concept, product development, and brand identity.	8
	DESIGN MANAGEMENT	This subject introduces the managerial and strategic aspects of design projects, focusing on planning, coordination and decision-making within creative industries. Students learn how to manage design processes, teams and resources, aligning creative vision with business objectives, timelines and market constraints.	5
	COMPUTER AIDED DESIGN (CAD)	Training covers advanced 3D tools for modelling, prototyping and spatial exploration, building both technical control and design awareness.	8
	PRODUCT DESIGN 1	Students learn to integrate certified materials, suitable lighting solutions, and consistent construction details within an interior project. It also introduces key regulations and guides the development of bespoke furnishings using appropriate materials and techniques.	10
	BRAND COMMUNICATION	This subject explores brand communication within the context of design innovation, focusing on how products, materials and technologies convey identity and value.	4
	COMMUNICATION DESIGN	This subject focuses on communication design as a strategic tool to support design innovation, translating concepts, processes and outcomes into clear and impactful visual narratives. Students learn to communicate innovative ideas through graphics, digital media and presentation tools, aligning design language with brand identity, user experience and market positioning.	4
	BUSINESS ENGLISH	Study of Business English.	3
	FREE STUDY ACTIVITIES	Independent study activities.	9
YEAR 02	SOCIOLOGY AND ANTHROPOLOGY OF DESIGN	The course examines key contemporary sociological theories and the social and psychological impacts of digital technologies and social media.	3
	INNOVATIVE TECHNOLOGIES AND MATERIALS	The course explores climate-conscious interior design, emphasizing carbon reduction and advanced biophilic strategies.	6
	ART DIRECTION	This subject explores art direction as a strategic and creative discipline within design innovation, focusing on the development of strong visual concepts and coherent creative visions.	10
	MARKETING	This subject explores marketing strategies within the context of design innovation, focusing on how innovative products and ideas are positioned, communicated and brought to market.	6
	PRODUCT DESIGN 2	This subject develops advanced product design skills within a design innovation framework, focusing on concept refinement, experimentation and user-centred solutions.	11
	RENDERING	The Rendering course refines students' expressive techniques and project style, focusing on photorealism, animation, and post-production for effective visual communication.	6
	INTERNSHIP	Internship.	9
	DISSERTATION	Final written thesis.	9



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.

Lorenzo Bustillos

Programme Leader

Over a career spanning more than two decades, Lorenzo Bustillos has collaborated with international and Italian companies across **product**, **interior**, and **visual design**, working with clients and studios ranging from *Diamantini & Domeniconi* and *Kasthall* to *Canon* and *Softbank*, with work featured in *Wallpaper*, *Designboom*, and the *NYT Magazine*.

Since 2018, he has brought his expertise to *Istituto Marangoni*, where Bustillos shapes curriculum, guides students across Product Design and Design Innovation programs.

Deeply engaged with the evolving landscape of design tools, Lorenzo integrates **generative AI** and **3D Printing** into his creative and pedagogical practice, exploring how emerging technologies can expand the boundaries of design thinking, research, and production.
