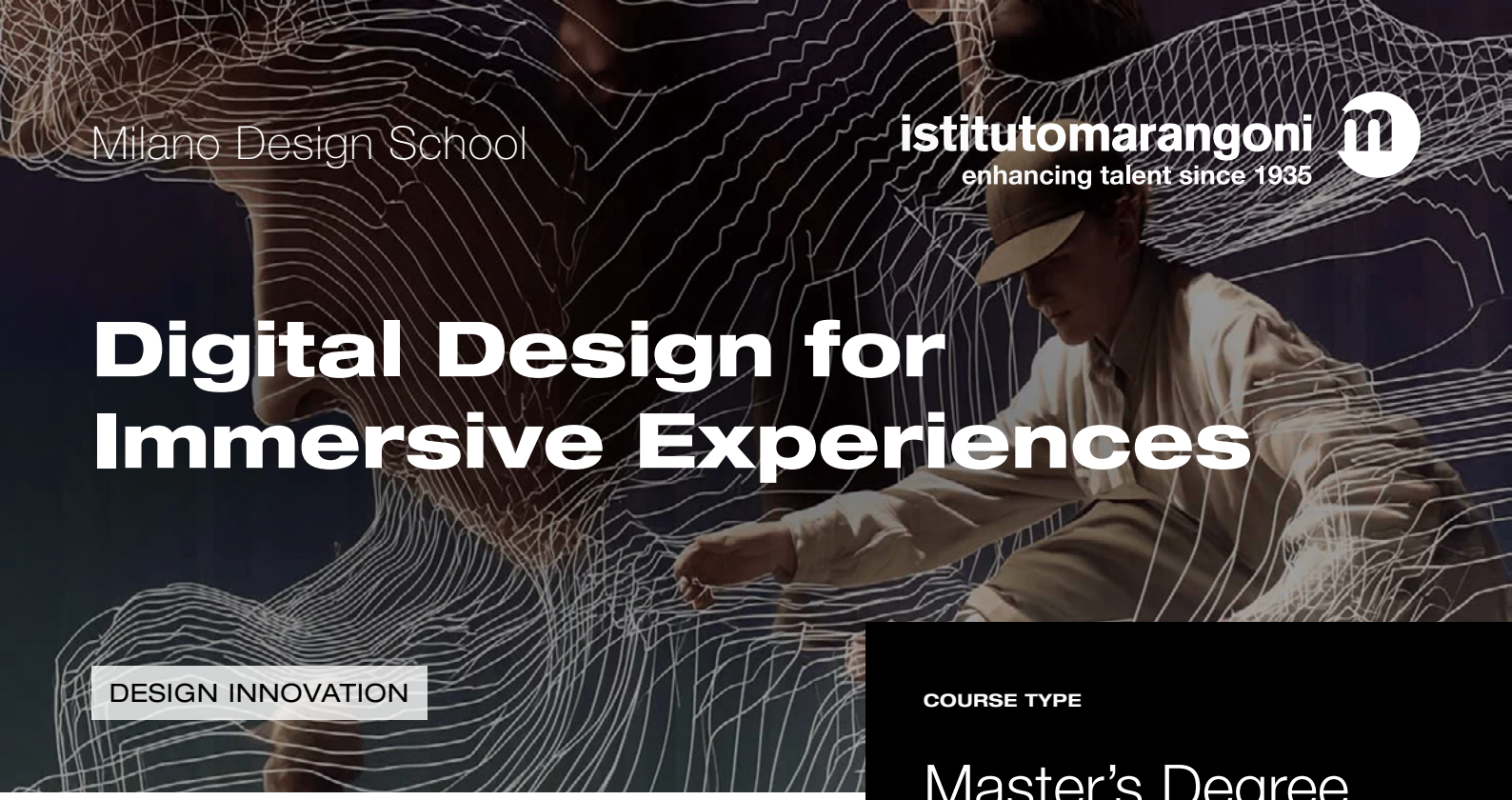


Milano Design School

istitutomarangoni
enhancing talent since 1935

Digital Design for Immersive Experiences

DESIGN INNOVATION

COURSE TYPE

Master's Degree

AFAM / 60 CFA equivalent to 60 ECTS credits

Recognized by the Italian Ministry of University and Research.

OVERVIEW

The Master course in Digital Design for Immersive Experiences aims to train a **new professional figure**, expert in interactive technologies and tools to create **memorable**, **multisensory "phygital" experiences for the corporate world**, as well as the entertainment industry, the retail sector and the communication of cultural assets (all-digital museums, exhibitions).

The course aims to train students in the use of multimodal types of **digital interaction** in immersive environments, applied to retail design, advanced branded experiences, the communication of cultural assets (all-digital museums, pop-up exhibitions, virtual galleries) and for the event industry at large.

From fashion and retail to entertainment and cultural events, growing Industry adoption suggests that immersive technologies are reaching a pivotal moment of impact and relevance.

CAREERS OPPORTUNITIES

The skills acquired with this Master course can be applied in interaction design studios and digital content production companies.

Job opportunities available in:

- **DIGITAL INTERACTION STUDIOS**
- **CONTENT PRODUCTION COMPANIES**
- **RETAIL DESIGN AND ADVANCED SHOPPING EXPERIENCES**
- **CULTURAL INSTITUTIONS**

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

By attending this Master's course, students will be able to:

— Design immersive and interactive experiences across retail, cultural, entertainment and event environments, combining spatial design, storytelling and digital technologies to create engaging, emotionally driven user journeys.

— Apply and integrate emerging technologies including XR (VR, AR and Mixed Reality), Artificial Intelligence, IoT systems, motion sensors, projection mapping and audio-reactive installations to develop innovative branded experiences and digital environments.

— Connect creative, technical and strategic thinking to conceive immersive experiences, defining interaction methods, user engagement strategies and narrative frameworks that seamlessly bridge physical and digital worlds.

— Communicate and present immersive design concepts through 3D design, computer graphics, digital video production and professional portfolio development, collaborating with industry professionals to deliver complex experiential projects from concept to execution.

INDUSTRY COLLABORATIONS

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

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.

PLAN OF STUDY

SUBJECT	DESCRIPTION	ECTS
MULTIMEDIA DESIGN	This subject examines multimedia design as a key language of contemporary communication and innovation.	**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**
RENDERING	Rendering focuses on advanced digital visualisation techniques used to represent design concepts.	**6**
BRAND COMMUNICATION	This subject explores how brands communicate values, identity and positioning through visual and multimedia channels.	**6**
ENVIRONMENT DESIGN	Exploration of immersive spatial design for retail, exhibitions and branded environments, integrating physical and digital elements to create engaging, multisensory user experiences.	**4**
HISTORY OF ART AND TECHNIQUES	This subject explores the evolution of computational creativity from early computing to today's generative design. It examines how algorithms and digital tools transformed creative processes. Students study milestones from rule-based systems to AI, key generative art movements, and computational aesthetics. The course highlights how digital methods expand complexity and customization in design.	**4**
INTERFACE DESIGN	Creation of an APP.	**4**
PRODUCTION TECHNOLOGIES	Introduction to new technologies, including AI, metaverse tools, and emerging trends, combining theory with practical training.	**4**
INTERNSHIP	Internship.	**10**
DISSERTATION	Final written thesis.	**6**