



**istitutomarangoni**



**THREE-YEAR COURSE  
DESIGN INNOVATION  
FOR EMERGING TECHNOLOGIES**

**Brief descriptive summary**

Over the past 90 years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design industry. Through an exciting curriculum aimed to develop practical, creative, and business and management skills which are subject specific, and relevant to the international fashion industry, Istituto Marangoni undergraduate courses prepare students with the necessary knowledge and *know-how* in order to enter a professional career in the fields of Fashion Design, Accessories, Fashion Communication & Image, Fashion Business and Communication, Multimedia Arts, Interior Design, Product Design, Visual Design, Art History and Culture, Fragrances & Cosmetics.

Students will initially acquire basic skills, advancing over the 3 years into independent learners, ready for a career in their chosen profession.

**General Information****1. Certification attained**

Bachelor's Degree (180 CFA equivalent to 180 ECTS credits) recognized by the Ministry of University and Research.

**2. Course description**

The field of Design Innovation explores the intersection of creativity, technology, and design across disciplines, merging product design, interior spaces, and communication strategies. This area focuses on leveraging emerging technologies—such as artificial intelligence (AI), virtual and augmented reality (VR/AR), generative design, robotics, and 3D printing—to create innovative solutions for contemporary challenges and future opportunities.

At its core, Design Innovation emphasizes a cross-disciplinary approach, combining technical expertise with principles from psychology, neuroscience, and sociology. It aims to enhance human interaction with both digital and physical environments, pushing the boundaries of traditional design practices.

**First Year:** Students learn fundamental AI tools and techniques, applying them to the design of products, spaces, and digital assets. Theoretical courses cover the history of technological evolution in design and the psychology of perception, providing critical insights. Hands-on workshops focus on AI-driven design processes and essential software skills.

**Second Year:** The curriculum advances to the design of immersive physical and digital experiences and sophisticated 3D asset production. Students design dynamic environments using cutting-edge tools while exploring the history of visual arts technologies and neuroscience applications in design. Collaborative projects foster cross-disciplinary problem-solving and skill integration.

**Third Year:** Students develop innovative projects where emerging technologies such as AI, 3D printing, robotics, and neuroscientific systems are key drivers. They hone communication skills through 3D animation, sound design, and professional video presentations. The year concludes with an internship, a real-brand collaboration, and a thesis project, showcasing their ability to innovate in luxury design.

**Course Information****2. Educational Aims:**

School Education Aims:

- to develop flexible approaches to programme delivery and student support which reflect the needs and expectations of our students;
- to provide a supportive and inclusive learning environment which will enable success for all learners;
- to encourage the development of students' intellectual and imaginative powers, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on graduation in all programmes;
- to establish a culture of constant improvement in learning, teaching and assessment that is anticipatory, enabling, supportive, rewarding and fully aligned with the Institutions vision and strategic objectives;
- to provide a learning experience that is informed by research, scholarship, reflective practice and engagement with fashion and design industry and the professions.

#### 4. Course Learning Outcomes

##### Educational Outcomes

Educational Outcomes:

On successful completion of their course of study students will be able to:

- apply skills of critical analysis to real world situations within a defined range of contexts;
- express ideas effectively and communicate information appropriately and accurately;
- manage their professional development reflecting on progress and taking appropriate action.

Final Award Learning Outcomes

At the end of the three-year course in Design Innovation for Emerging Technologies, the student will be able to:

- gain exposure to innovative ideas and practices, fostering a vibrant exchange of knowledge and perspectives that enhances the educational experience.
- approach challenges with a disruptive and innovative mindset
- develop the soft skills necessary to tackle complex design challenges and drive innovation in the luxury and high-end sectors.
- create synergies between cutting-edge technology and meaningful, sustainable solutions.
- explore the transformative potential of AI, VR, AR, generative design, and robotics in shaping design processes and experiences.

#### 5. Plan of Study

Year 1

Sem	Subject	ECTS
A	Elements of Computer Science for Design	8
I	History of Arts and Techniques	6
II	Psychology of Perception	4
II	Integrated Product Design	4
A	Multimedia Languages and Applications	8
II	Basic Design	6
A	Design Methods	10
I	Techniques and Languages of Representation	4
I	Foreign Language	4
II	Free Study Activities	4
Total		60

Year 2

Sem	Subject	ECTS
A	Multimedia Informatics	8
I	History and Culture of Visual Communication	6
II	Interface Design	5
A	Digital Production	10
I	Science and Language of Perception	6
I	Prototyping	4
II	Brand Communication	6
A	Multimedia Design	10
I	Free Study Activities	5
Total		60

Year 3

Sem	Subject	ECTS
I	Sociology and Anthropology of Communication	6
A	Innovation Technologies	10
A	Rendering	8
A	Multimedia Design	10
II	Marketing	5
II	Sound Design	4
Total		60

## 6. Learning and Assessment Strategy

The programme will present students with a variety of approaches to learning and assessment strategies that will promote intellectual, imaginative, analytical and critical judgement.

It will allow students to develop understanding as well as their presentation and communication skills, which they will be able to demonstrate in a variety of forms.

A combination of different learning and teaching methodologies are employed in order to promote reflective learning and develop generic transferable skills.

Methods include:

- projects to encourage independent learning through investigation, enquiry and problem solving;
- group project to enhance interpersonal and collaborative skills;
- tutorials and group tutorials to facilitate shared experiences and best practice;
- seminars, formal lectures and workshops;
- study, trips, external projects and competitions present students with another dimension to their learning experience;
- guest speakers provide students with a full, broader and real perspective to their specialist field of study.

## 7. Career service

The purpose of the Istituto Marangoni Career service is to bridge the gap between course completion and entering the world of work.

Monitoring, guidance and counselling activities are organised throughout the academic year. The careers service organises various activities including seminars and round table discussions with fashion professionals, HR managers and head-hunter agencies on specific topics such as future career paths, personal research methods and job profiles. Individual meetings are also arranged to assist with CV preparation, revise portfolios and encourage students to talk about their career goals and expectations.

## 8. Student Support Strategy

Student Support Officers

A dedicated Student Support Officer is available for all students on the programme.

For academic counselling, Student Support Officers will liaise with tutors and programme leaders to offer practical advice to resolve specific academic difficulties.

A written record of these tutorials will be kept in the student's file for reference and to assist in the monitoring of student progress.

For matters of pastoral care the Student Support Officers will help in:

- finding their way around;
- managing their time;
- dealing with stress;
- getting the best from their course;
- understanding and applying the school's rules;
- anything else the officers can advise on.

One-to-one appointments may be made by phone, in person (by contacting reception) or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.

#### **10. Student Evaluation**

Student feedback is essential to the programme development and student comments are used to enhance both the successful management of the programme and the teaching/learning strategies.

Istituto Marangoni gathers student opinion in a variety of ways, which may include the following:

- informal contact with Programme Leader and subject Tutor, and through appointments with academic staff;
- end of Course Evaluation;
- end of academic year online questionnaires where students will be invited to reflect on their overall experience in their school.

Istituto Marangoni would prefer that on most occasions students be identified when giving constructive feedback on the course and teaching methods. There might be occasions when it is not appropriate and Istituto Marangoni recognizes this exception. In these instances, programme teams and central support services will ensure that anonymity and confidentiality is respected.