istitutomarangoni m

**MASTER'S COURSES
PRODUCT &
FURNITURE DESIGN** Version 02

Brief Descriptive Summary
Over the past 80 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 Master's courses prepare students with an elevated and in-depth knowledge and know-how for a successful professional career at various levels in the fields of Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Visual and Multimedia Design, Interior and Product Design, Jewellery Design, Art Management, and Art Curation. There is a strong focus on project-based industry linked methods of study taught by experienced industry specialists and professional practitioners.

General Information

1. Certification attained
Istituto Marangoni Certificate

Programme Information

2. Educational & Programme Aims
Educational Aims:
The educational aims are:
• 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 the industry and the professions.

Programme Aims:
During this Master programme, participants will have the opportunity to work with top-level art directors that will guide them at developing advanced skills in the fields of furniture and product design. They will engage in highly-innovating projects focused on design languages experimenting with traditional and new materials and technologies. They will learn how to implement in-depth cultural analysis of social trends into design projects and develop mastery in the use professional design tools to create original products and pieces of furniture. They will gain a distinctive ability to address new scenarios through culturally-grounded design proposals and gain the ability to envision rising needs and market trends to be integrated in innovation processes aimed at identifying previously-unexplored design paths and product solutions.

3. Final Learning Outcomes
Educational Outcomes:
On successful completion of their course of study students will be able to:
• apply skills of critical analysis to real situations within a defined range of contexts;
• select and define a research topic and implement a research plan using appropriate methodologies – within their specialist field of study;
• demonstrate a high degree of professionalism characterised by initiative, creativity, motivation and self management;
• express ideas effectively and communicate information appropriately and accurately using a range of media including ICT;
• critically analyse their results and draw logical conclusions;
• develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives;
• manage their professional development reflecting on progress and taking appropriate action;
• find, evaluate, synthesise and use information from a variety of sources;
• articulate an awareness of the social and community contexts within their disciplinary field;
• exercise initiative and personal responsibility in the work environment;
• continue as a researcher in an academic or commercial setting and have the potential to extend the bounds of knowledge in their chosen field;
• carry out further independent learning or continuing professional development.

Programme-Specific Learning Outcomes:
On successful completion of their course of study students will be able to:
• design a detailed research plan using appropriate methodologies;
• develop a product or furniture design project professionally through a structured process;
• appraise the proper materials and the production processes to be implemented in a product or furniture design environment;
• interpret diverse users' needs and address company requirements with original design proposals;
• apply design languages to the development of new products.

4. Teaching/Learning and Assessment Strategy
Curriculum:
This programme is aimed at those who want to acquire advanced skills in furniture and product design to become a professional capable to pursue creative innovation, while taking advantage of the unique "Made in Italy" approach. Characterized by a strong vocation for research and innovation which has made Italian design famous all over the world, it provides students with a cultural-based ability of interpreting social evolutions by aesthetic research and the employment of new technologies applied to highly evocative and functionally-advanced products. Through lectures and project-based activities, students will learn to set up the design process in a thorough and correct way, combining technological definition and aesthetic experimentation in a final product with a high content of innovation. Through a series of lessons dedicated to specific design tools, they will acquire operational ability in the use of software for 3D modelling and for the creation of professional products. Participants will be as well involved in several research projects characterized by a strong drive for innovation, in collaboration with some of the most important Italian design brands. Thanks to specific insights into design culture and contemporary scenarios, connected with an advanced analysis of design languages, participants will learn to define and plan a precise product strategy which is both culturally and socially grounded. They will gain the ability to define the product technically, along with specific studies on colours and materials and their application. Throughout the year, students will experience the inexhaustible offer of design-related events that take place in the city of Milan: live and study in the world capital of design, "breathing" design culture both within the School, which is an active part of the Milanese design system network, and outside of the campus, in many locations and brand showrooms all located in the immediate vicinity of the campus, which is in the heart of the design district itself. Besides, students will have the chance to live a full-immersion experience at Salone del Mobile and the Milan Design Week, the largest and most relevant international design event, which gathers thousands of exhibitions and design events.

Final Project:
The final project (Thesis) is the assessment of the compentences gained by the Student, his/her maturity in the methodologic approach and the acquisition of the relevant technical and cultural tools; this will translate into a final work that will show evidence of all aspects and steps that are part of the candidates' educational path. The final project will consist in the development of a work that will demonstrate a concrete application of the theoretical and cultural studies undertaken, as well as a critical approach towards primary and secondary research on a free-choice topic. The candidates shall develop a personal project for a product or furniture piece, supported by a deep research on the chosen inspiration theme - and that will show a clearly innovative approach; their project will also have to demonstrate an accurate definition and planning of all technical and structural aspects, as well as an efficient integration of aesthetic and semantic aspects of the product.

Learning and Teaching Methods:
Course teaching methods are mainly based around formal lectures, workshops, seminars and self-directed study and within this structure a range of approaches to learning and teaching is employed as appropriate to the situation. Industry experienced specialists and visiting specialist Lecturers (industry professionals) make valuable contributions and facilitate important links to professional practice.
Self-Directed Study > plays a major role in this programme, where students are expected to spend time researching and analysing subject matter independently to support and substantiate taught material.
Formal Lectures > form an integral part of the programme and with formal delivery of key information to the whole cohort. At this level it is expected that students will use the lectures as a stimulus for further study/reading.
Seminars > are used to build on themes taken from the lecture programme. Students are encouraged to make an active contribution by sharing in the argument and debate.
Case Studies > are used for detailed discussion of real-life situations.
Demonstrations > are normally of a technical nature and are necessary in certain subject areas.
Studio / Workshop / Laboratory / Practical Sessions – may be used to enable the creative and practical skill development of the student in an environment which simulates that of industry.
Group and Team Work > requires students to operate as a member of a group or team and they usually have clearly identified roles. The emphasis is on collective responsibility, individual responsibility to the group and joint decision-making.
Study Trips > give students the opportunity to go outside the institute's environment to enhance their understanding of specific subject material. If assessment is dependent on information collected whilst undertaking the study trip, the trip would be considered mandatory. The cost of study trips can be either the responsibility of the student or on occasion included in the annual study fee. If the visit is within the city students pay for public transport.

Assessment:
the assessment strategy for the programme has been designed to incorporate a variety of assessment methods to enable all students to demonstrate their learning in a fair and comprehensive manner.

Assessment Methods:
Formative assessment is used as an interim review of student work undertaken at key points during the semester. It provides an indicative measure of progress, allows students to consider their work in relation to that of their peers, allowing students to agree with staff any adjustments that are necessary to make in order to satisfy course requirements. It is designed to help improve student performance. It does not contribute to the final mark. Formative assessment always makes reference to the learning outcomes and or assessment criteria.
Summative assessment provides an evaluation of student progress and learning during an entire semester, generates a final mark, constructive feedback and confirms the conditions for referral and retake.
Peer and Self-assessment requires students to assess their own work and that of fellow students. It encourages:
• a sense of ownership of the process of assessment;
• assists the student to become an autonomous learner;
• helps to develop a range of transferable skills;
• makes assessment part of the learning process rather than an adjunct to it.

Portfolio Assessment is used to assess a variety of projects that have been developed.
Practical and Class Based Projects > allow the students to demonstrate their understanding of a specific subject area and application of practical areas of the programme.
Written Reports are required in some study areas, where a clear and structured brief is provided and the students are asked to submit work to be marked independently and anonymously by staff.
Formal Examinations > will be used in some subjects to permit students to demonstrate their understanding of a subject within a constrained timeframe.
Presentations are used in some subjects to allow the student to develop their professional communication, presentation skills and to argue critical reflection and interpret findings.

Avoiding Plagiarism
Plagiarism is defined as stealing another person's ideas and presenting them as though they were the student's own. Please refer to the Student Handbook.

5. Course structure

Semester	Subject Title
S1	History and Criticism of Contemporary Design
S1	Design Methods
S1	Communication Tools and Techniques
S1	Production Technologies
S1	Techniques of Design Communication
S1	Computer Aided Design (CAD)
S2	Graphic Design
S2	Product Communication
S2	Sociology and Anthropology of Design
S2	Rendering
S2	Innovative Technologies and Materials
S2	Product Design
S2	Dissertation
S2	Communication in complex Events
S2	Multimedia Languages and Applications
S2	Dissertation

6. Personal Development Planning

The Personal Development Plan is a structured and supported process to develop the capacity of individuals to reflect on their own learning and to plan for their personal and educational career development.

All students may participate to receive guidance and where appropriate, set individual development goals. Success in achieving these goals will be determined through their studies and through extra-curricular activities etc. At the end of the course all students are given the opportunity to meet with the school placement officer and discuss their future employment possibilities.

7. Career Service for Master Courses

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. Course Specific Admission Requirements

Admission is based on the reasonable expectation that the student will be able to fulfil the objectives of the programme and achieve the standard required for the award.

Admission requirements are listed below.

Candidates must have a sufficient command of the English or the chosen language of the course to be able to meet the requirements of the programme in every respect.

When considering the suitability of an applicant for a place on the programme the Admissions team will usually take the following factors into account:
• three years degree or equivalent;
• the applicant's qualifications;
• the information given in supporting academic references;
• the applicant's personal statement;
• a portfolio of work (if appropriate to the subject).

The Admissions Manager coordinates and supports the subject specific Programme Leader and the Director of Education in dealing with interviews and portfolio assessments (where appropriate).
(Admission requirements are subject to change in order to comply with entry requirement regulations).

9. Programme Leader / Academic Staff Responsibilities

They will have responsibility for implementing the strategic direction of the courses within their programme and for co-ordinating the academic administration necessary for its successful day-to-day operation.

Main Responsibilities:
• chairing the Programme Committee, and arranging for such meetings of the Committee as considered appropriate;
• the efficient operation of the programme as approved by the Institute;
• supporting and encouraging teaching team;
• advise the Programme Committee on its proper responsibility for the continuing development of the programme;
• be empowered to take on behalf of the Programme Committee any reasonable action with respect to the proper functioning of the programme;
• recommend areas for curriculum development;
• co-ordinate the assessment schedule and ensure that it is communicated to students and the Director of Education;
• liaise with Student Support Officers to ensure that appropriate study support is available;
• recommend the appropriate level of resources required and liaise with the teaching team;
• undertake training and professional development and contribute to the training of others;
• actively participate and organise Peer Support systems;
• monitor & respond to the student voice including regular meetings with the student Rep.;
• monitor course feedback and the student voice;
• organise all areas of assessment procedures, facilitate monitoring, joint marking, internal verification;
• maintaining the quality of academic standards by supporting the rules and regulations concerning exam procedures and conduct of the student and teaching team.

10. Student Support Strategy

Istituto Marangoni administers policies to enhance the student experience, in an academic, practical and pastoral way:
• Programme Leaders / Directors of Education: the first point of call to acquaint students with regulations and issues arising on the programme;
• Student Support Officers for student referral where appropriate;
• programme and student handbooks;
• induction programmes for facilities including: Library, IT, online resources (where available), school facilities and media services;
• student group representatives (student voice).

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;
• 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, through the receptionists or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.

11. 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 Tutors, and through appointments with academic staff;
• Subject-specific evaluation and examinations;
• end of academic year online questionnaires where students will be invited to reflect on their overall experience in their school.
• Programme Committee.
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.
In order to 'close the feedback loop' and to communicate any improvements resulting from student participation at least once every academic year, programme teams relate back to students the actions taken in response to student views.
Students will be asked to respond to a series of questions, for example, if they were clear about what they were meant to be learning on the course, if the teaching had helped them learn effectively and if they have developed new or existing skills. The data will be analysed and the Academic staff will be required to comment on:
• key strengths and issues arising from student performance;
• key strengths and issues arising from student feedback;
• actions and improvements for the next academic year.