



# Product Design

PRODUCT DESIGN

## OVERVIEW

This Bachelor's degree course in Product Design is the heart of the academic department for the study area in Product Design. Throughout the three years of the course, students will learn **how a quality object is created, from the first sketch to a complete project**. The course follows a clear progression, from sketching to concept development, from ergonomics to materials, from 3D modelling to additive manufacturing and lab testing. It ends with **direct industry exposure** through collaborations with **companies in the Brianza district** and active participation in the **Salone del Mobile**. This path shapes professionals who are ready to face the challenge of making innovative products with a steady balance between elegance and function.

After the course, students can pursue careers as:

✓ **PRODUCT DESIGNER**

✓ **PRODUCT DEVELOPMENT MANAGER**

✓ **DESIGN DIRECTOR**

✓ **SYSTEM DESIGNER**

✓ **CONCEPT DESIGNER**

## COURSE TYPE

# Bachelor's Degree

AFAM / 180 CFA equivalent  
to 180 ECTS credits

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

## INTERNATIONAL CONTESTS

### PORADA

#### International Award

(Student Advay Gupta - First Place winner)

### JANUS ET CIE

#### Student Design Competition

(Student Camille Ferreira - First Place winner)

### CREATABLE

#### Resources Contest Next40

(Student Anastasiia Ovsiannikova - Second Place winner)

## WHY MILANO?

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

- Students will be able to develop complete product and furniture projects, moving from research and concept to advanced 3D models, prototypes and professional presentations.
- Students will understand how cultural, social and technological factors shape design, and will use this knowledge to create relevant and well informed products.
- Students will master key technical tools, including CAD, rendering, materials research and model making, applying them to communicate ideas clearly and convincingly.
- Students will build strong communication skills, developing a personal design language, a clear narrative and the ability to present their work with confidence in different professional contexts.

### 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:**

**LENOVO**

**CAPPELLINI**

**ALESSI**

### 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
<b>YEAR 01</b>	<b>GRAPHIC DESIGN</b>	Focuses on visual communication through typography, imagery, layout, and composition across different media.	<b>8</b>
	<b>FORM AND PLANNING: ANALYSIS AND REPRESENTATION</b>	Explores analytical and representational methods to develop and communicate design concepts and spatial solutions.	<b>8</b>
	<b>METHODOLOGY</b>	These classes teach structured processes for turning insights into design solutions. Students learn how to research users, decode trends and understand social dynamics. They analyse brands and briefs, build moodboards and generate early concepts before moving into detailed development. By the final year, research is translated into meaningful, tangible products that show clear reasoning and strong storytelling.	<b>8</b>
	<b>COMPUTER AIDED DESIGN (CAD)</b>	Technical courses teach advanced 3D modelling in Fusion 360, Rhinoceros and other software. Students learn solid, parametric and form modelling, together with photorealistic rendering, animations and communication through digital assets. These skills support the visualisation and validation of complex product ideas.	<b>8</b>
	<b>TECHNICAL DRAWING</b>	Develops technical drawing skills to accurately represent design projects using standardized conventions.	<b>4</b>
	<b>DESIGN HISTORY AND CULTURE</b>	Examines the historical and cultural evolution of design practices and visual languages.	<b>6</b>
	<b>FOREIGN LANGUAGE</b>	Study of a foreign language.	<b>4</b>
	<b>BASIC DESIGN</b>	Introduces fundamental design principles, emphasizing form, composition, and visual experimentation.	<b>6</b>
	<b>FREE STUDY ACTIVITIES</b>	Independent study activities.	<b>4</b>
<b>YEAR 02</b>	<b>DESIGN SEMIOTICS</b>	Analyzes design as a system of signs, focusing on meaning, symbolism, and visual interpretation.	<b>4</b>
	<b>SOCIOLOGY AND ANTHROPOLOGY OF DESIGN</b>	This course gives students the tools to understand the relationship between design, culture and society. It explores how people interact with objects, how meanings are created and how consumption habits shape design. Students study theories such as liquid society and the paradox of choice, learning to design for real human needs rather than abstract assumptions.	<b>5</b>
	<b>MATERIALS SCIENCE AND TECHNOLOGY</b>	Students gain solid knowledge of material classes, sensorial qualities and production processes. They explore hybrid materials, mould making, 3D printing, packaging and prototyping. The model-making lab supports the development of prototypes, improving both form exploration and technical feasibility.	<b>8</b>
	<b>PRODUCT DESIGN 1</b>	This course runs across all three years and forms the backbone of the programme. Students learn to develop complete projects from research to final prototypes. They start with sketching, concept generation and quick models, then progress to advanced 3D modelling, material definition and detailed presentations. Over time they build a personal design language that connects cultural awareness, function and aesthetics. Projects often involve real companies, competitions and professional briefs, training students to work with clear objectives and constraints.	<b>12</b>
	<b>CAD CAM MODELLING</b>	Technical courses teach advanced 3D modelling in Fusion 360, Rhinoceros and other software. Students learn solid, parametric and form modelling, together with photorealistic rendering, animations and communication through digital assets. These skills support the visualisation and validation of complex product ideas.	<b>12</b>
	<b>TECHNIQUES OF DESIGN COMMUNICATION</b>	Communication courses train students to build strong presentations, create clear narratives and develop visual identities for their projects. They learn storytelling, naming, layout, style tiles and portfolio development. This ensures that ideas are not only well designed but also well communicated.	<b>10</b>
	<b>MODELLING</b>	Students gain solid knowledge of material classes, sensorial qualities and production processes. They explore hybrid materials, mould making, 3D printing, packaging and prototyping. The model-making lab supports the development of prototypes, improving both form exploration and technical feasibility.	<b>8</b>
		<b>FREE STUDY ACTIVITIES</b>	Independent study activities.



	SUBJECT	DESCRIPTION	ECTS
<b>YEAR 03</b>	<b>SOCIOLOGY AND ANTHROPOLOGY OF DESIGN</b>	This course gives students the tools to understand the relationship between design, culture and society. It explores how people interact with objects, how meanings are created and how consumption habits shape design. Students study theories such as liquid society and the paradox of choice, learning to design for real human needs rather than abstract assumptions.	<b>5</b>
	<b>PRODUCT DESIGN 2</b>	This course runs across all three years and forms the backbone of the programme. Students learn to develop complete projects from research to final prototypes. They start with sketching, concept generation and quick models, then progress to advanced 3D modelling, material definition and detailed presentations. Over time they build a personal design language that connects cultural awareness, function and aesthetics. Projects often involve real companies, competitions and professional briefs, training students to work with clear objectives and constraints.	<b>12</b>
	<b>INTEGRATED PRODUCT DESIGN</b>	These classes teach structured processes for turning insights into design solutions. Students learn how to research users, decode trends and understand social dynamics. They analyse brands and briefs, build moodboards and generate early concepts before moving into detailed development. By the final year, research is translated into meaningful, tangible products that show clear reasoning and strong storytelling.	<b>6</b>
	<b>PROTOTYPING</b>	Focuses on developing physical and digital prototypes to test, evaluate, and refine design solutions.	<b>4</b>
	<b>RENDERING</b>	Technical courses teach advanced 3D modelling in Fusion 360, Rhinoceros and other software. Students learn solid, parametric and form modelling, together with photorealistic rendering, animations and communication through digital assets. These skills support the visualisation and validation of complex product ideas.	<b>8</b>
	<b>PRODUCT COMMUNICATION</b>	Communication courses train students to build strong presentations, create clear narratives and develop visual identities for their projects. They learn storytelling, naming, layout, style tiles and portfolio development. This ensures that ideas are not only well designed but also well communicated.	<b>4</b>
	<b>MANAGEMENT OF ENTERPRISE PERFORMANCE</b>	The course introduces performance management principles, analyzing organizational efficiency and strategic decision-making.	<b>4</b>
	<b>INTERNSHIP</b>	Internship.	<b>9</b>
	<b>DISSERTATION</b>	Final written thesis.	<b>8</b>