

# VISUAL BRAND DESIGN

DOMUS ACADEMY MILANO

design  
mundo  
afora

## The Negroni Sbagliato and Bar Basso:

A Tale of Milan's Local Culture and History

Andrea Desiato | Staff Culture Writer

When it comes to Italian culture, few things are as iconic as the Negroni. This classic cocktail, made with gin, Campari, and sweet vermouth, has been a staple of Italian bars for over a century. However, there's a lesser-known version of this drink that's just as delicious: the Negroni Sbagliato.

If you're in Milan, there's no better place to try it than at Bar Basso. Bar Basso has been a Milan institution since it first opened its doors in 1947. Situato nel cuore del quartiere Brera della città, the bar has been a meeting place for artists, writers, and intellectuals for generations. But it's not just the atmosphere that draws people



Courses

Negroni

drink is one  
nts that  
of food and  
at in the  
bar Basso  
d Negroni,  
ed a bottle  
ad of gin,  
and the  
s born,  
neans  
at" in Italian,

so Negroni Sbagliato literally means a "mistaken Negroni" instead of gin, the drink is made with Prosecco or another type of sparkling wine.

The result is a lighter, less bitter version of the classic cocktail that's perfect for sipping warm afternoons. But it's not just the drink itself that makes Negroni Sbagliato so special; it's the experience of drinking it at Bar Basso.

Semester



Il bar è un'opera d'arte, with a vintage sign hanging above the entrance and a retro interior that hasn't changed much since the 1960s. There are plenty of places to sit, but if you can snag a spot at the bar, you'll be able to watch the bartenders at work as they mix up Negronis and other classic cocktails.

Of course, Bar Basso isn't the only place in Milan where you can try this iconic drink. It has become so popular in recent years that it's now a staple of cocktail menus

Bar Basso, but throughout the city. From the historic architecture to the traditional cuisine, Milan is a city that's deeply proud of its heritage. And for anyone who wants to experience that heritage firsthand, there's no better way than by sampling a Negroni Sbagliato at Bar Basso.

It's a drink that's as much a part of Milan's culture and history as any of its more famous landmarks or attractions. For anyone living in Milan, un'esperienza imperdibile.

# VISUAL BRAND DESIGN

## First Semester (September 9th 2025)

	<b>Theoretical Course</b>	<b>Workshop</b>
<b>MODULE 1</b>	Storytelling & Visual Narratives	Product Strategy
<b>MODULE 2</b>	Visual Cultures	Identity Design

## Second Semester (November 6th 2025)

		<b>Workshop</b>
<b>MODULE 1</b>	Storytelling & Visual Narratives	Product Strategy
<b>MODULE 2</b>	Visual Cultures <b>Theoretical Course</b>	Identity Design

## Third Semester (February 9th 2026)

	<b>Theoretical Course</b>	<b>Workshop</b>
<b>MODULE 1</b>	Visual Cultures	Identity Design
<b>MODULE 2</b>	Storytelling & Visual Narratives	Product Strategy

# FIRST SEMESTER

## MODULE 1 DESCRIPTION

*Theoretical Course*

### **STORYTELLING & VISUAL NARRATIVES**

The course provides an intensive exploration of visual and structural elements of storytelling and visual narratives where students engage with the necessary tools to design a user experience and to create user scenarios and storyboards.

*Workshop*

### **PRODUCT STRATEGY**

The Product Strategy workshop aims to develop project proposals able to combine different approaches in a new, innovative and surprising way.

## MODULE 2 DESCRIPTION

*Theoretical Course*

### **VISUAL CULTURES**

Visual Cultures explores the fundamentals of visual culture through testimonial and design scenarios. The course offers a deeper understanding of the graphic design process through the management of visual elements. Students will be able to design visual layouts and manage, at advanced level, elements such as text and image.

*Workshop*

### **IDENTITY DESIGN**

The Identity Design workshop aims at developing the skills for designing the brand identity of a company, extend a pre-existent one and/or planning a promotional strategy.

# SECOND SEMESTER

## MODULE 1 DESCRIPTION

*Theoretical Course*

### **VISUAL CULTURES**

Visual Cultures explores the fundamentals of visual culture through testimonial and design scenarios. The course offers a deeper understanding of the graphic design process through the management of visual elements. Students will be able to design visual layouts and manage, at advanced level, elements such as text and image.

*Workshop*

### **IDENTITY DESIGN**

The Identity Design workshop aims at developing the skills for designing the brand identity of a company, extend a pre-existent one and/or planning a promotional strategy.

## MODULE 2 DESCRIPTION

*Theoretical Course*

### **STORYTELLING & VISUAL NARRATIVES**

The course provides an intensive exploration of visual and structural elements of storytelling and visual narratives where students engage with the necessary tools to design a user experience and to create user scenarios and storyboards.

*Workshop*

### **PRODUCT STRATEGY**

The Product Strategy workshop aims to develop project proposals able to combine different approaches in a new, innovative and surprising way.

# THIRD SEMESTER

## MODULE 1 DESCRIPTION

*Theoretical Course*

### **STORYTELLING & VISUAL NARRATIVES**

The course provides an intensive exploration of visual and structural elements of storytelling and visual narratives where students engage with the necessary tools to design a user experience and to create user scenarios and storyboards.

*Workshop*

### **PRODUCT STRATEGY**

The Product Strategy workshop aims to develop project proposals able to combine different approaches in a new, innovative and surprising way.

## MODULE 2 DESCRIPTION

*Theoretical Course*

### **VISUAL CULTURES**

Visual Cultures explores the fundamentals of visual culture through testimonial and design scenarios. The course offers a deeper understanding of the graphic design process through the management of visual elements. Students will be able to design visual layouts and manage, at advanced level, elements such as text and image.

*Workshop*

### **IDENTITY DESIGN**

The Identity Design workshop aims at developing the skills for designing the brand identity of a company, extend a pre-existent one and/or planning a promotional strategy.