

Academic Master's Programme and Dual Award Master's Programme in **SERVICE DESIGN**

September 1th 2025

November 6th 2025

February 1th 2026

The Academic Master's Programme path consists of 4 modules (course + workshop) plus 1 module including a professional experience and a Final Project.

The Dual Award Master's Programme path includes additional dedicated modules, as the 6th module related to the Final Major Project.

THEORETICAL COURSES

Storytelling & Visual Narrative
Design Thinking
Business for Design
Professional Accelerator
Activities

CORE WORKSHOPS

Experience Design
Service Design

ELECTIVE WORKSHOP

One to be chosen among:
Strategic Brand Management
Entrepreneurship through Design
Identity Design
Envisioning
Tangible Interactions
New Product Strategies
Experience Design
Service Design

New information and communication technologies are revolutionising the way services are offered and used, leading to constantly changing needs and desires, both in the public and private sectors. Service Design, applying an integrated and multidisciplinary approach, operates within this context and is tasked with dissecting and embracing social change in order to build solutions and experiences today that will meet the needs of a rapidly evolving tomorrow.

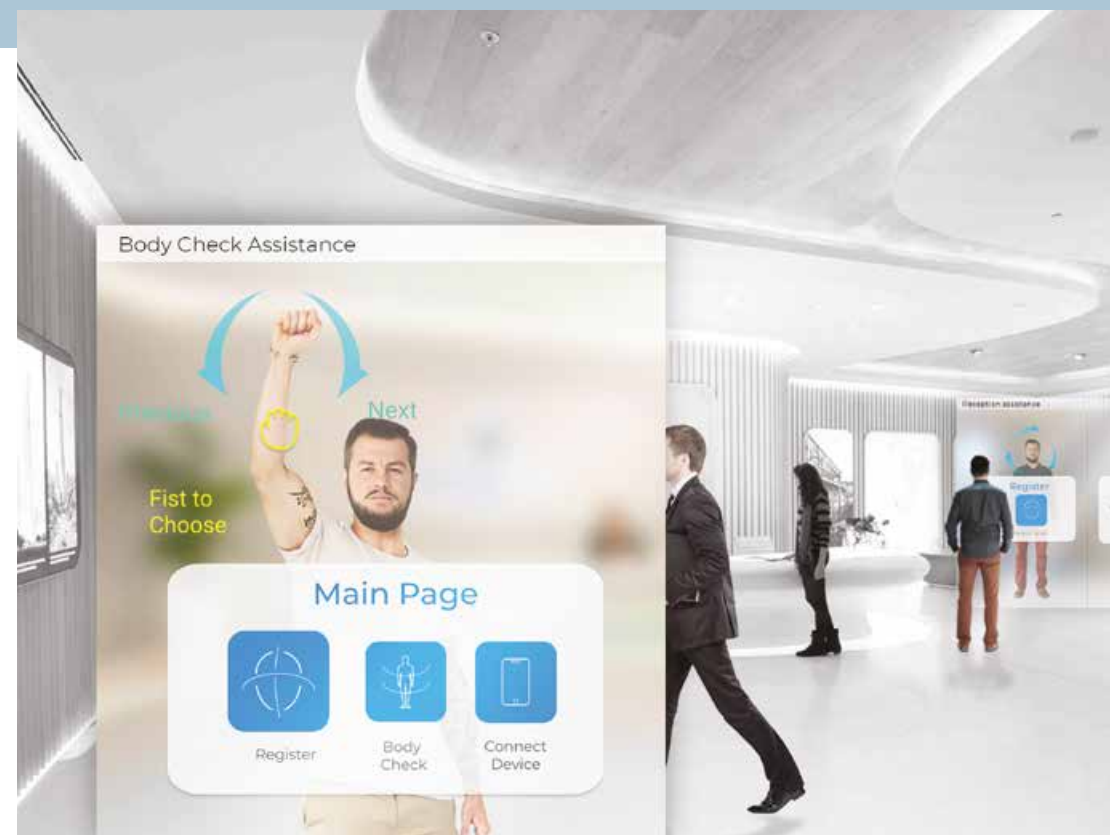
The Master in Service Design uses a cross-disciplinary approach, teaching prototyping skills, problem-solving and business design to help students develop innovative service ideas. Through field research and user observations, students will detect unmet user needs and develop compelling solutions to address them, gaining experience with the design of physical and digital systems, all while working in close contact with professionals, firms and public-sector organisations.

SERVICE DESIGN

DOMUS ACADEMY MILANO design mundo afora



MILEND by Mili Arvindbhai Rathod, Mohana Saraf, Mert Bozaydin, Chialing Hsieh, Yuxiang Sun in collaboration with Comune di Milano



MEDIMATE by Wenjun Ou, Sheng-chi Huang, Vorapa Vorapanya in collaboration with Experientia



SERVICE DESIGN

AUDIENCE

The programme is directed at candidates who have a first-level degree and/or professional experience in product design, visual and graphic design, interaction design, architecture and interior design. The programme is also open to candidates who hold a degree/diploma or have professional experience in communication science, psychology, sociology or equivalent disciplines if they are motivated by a strong interest to carry out research into the programme's subject area.

LEARNING OUTCOMES

On successful completion of this programme students will be able to:

- Develop innovative service ideas.
- Collaborate with companies and institutions to re-invent or transform existing businesses or services, develop cutting-edge solutions, stimulate debate and envision new market opportunities.
- Identify users' previously unmet needs and develop compelling, environmentally and socially sustainable physical and digital service experiences, with a focus on people and communities and the places they live in.

The programme ensures students will gain the skills and attributes to:

- Be game-changers. Envision systemic solutions capable of elevating the human condition at all levels, from the local to the global scale.
- Gain interdisciplinary skills. Acquire storytelling, prototyping and problem-solving abilities and combine them with a business design approach to develop innovative service ideas.
- Adopt a future-oriented approach. Analyse contemporary and future scenarios to deliver effective service design solutions that embrace social changes and predict the evolving needs and desires of users.

MAKERGREEN
by Wan-Ting
Chuang, Wiphawee
Maneengarm, Shruti
Tarun Saha, Sreelakshmi
Vinodkumar, Xue
Mingjin in collaboration
with Comune di Milano

CAREER OPPORTUNITIES

After the completion of their master's programme, students will get roles in design consultancies, corporations and service companies, as well as with NGO's, government agencies and research institutions, or embark on a career as a consultants or entrepreneurs. Jobs and career options students may want to consider include:

- SERVICE DESIGNER
- USER EXPERIENCE DESIGNER
- DESIGN RESEARCHER
- DESIGN STRATEGIST

COMPANIES

The Master in Service Design has worked with: Accenture Digital, Cisco, IBM, International Training Center (ITC) of the International Labour Organization (ILO), McKinsey Design, Midea, Municipality of Bogliasco, Ostello Bello, Repower, Sharing Cities and 100 Resilient Cities for the Municipality of Milan.