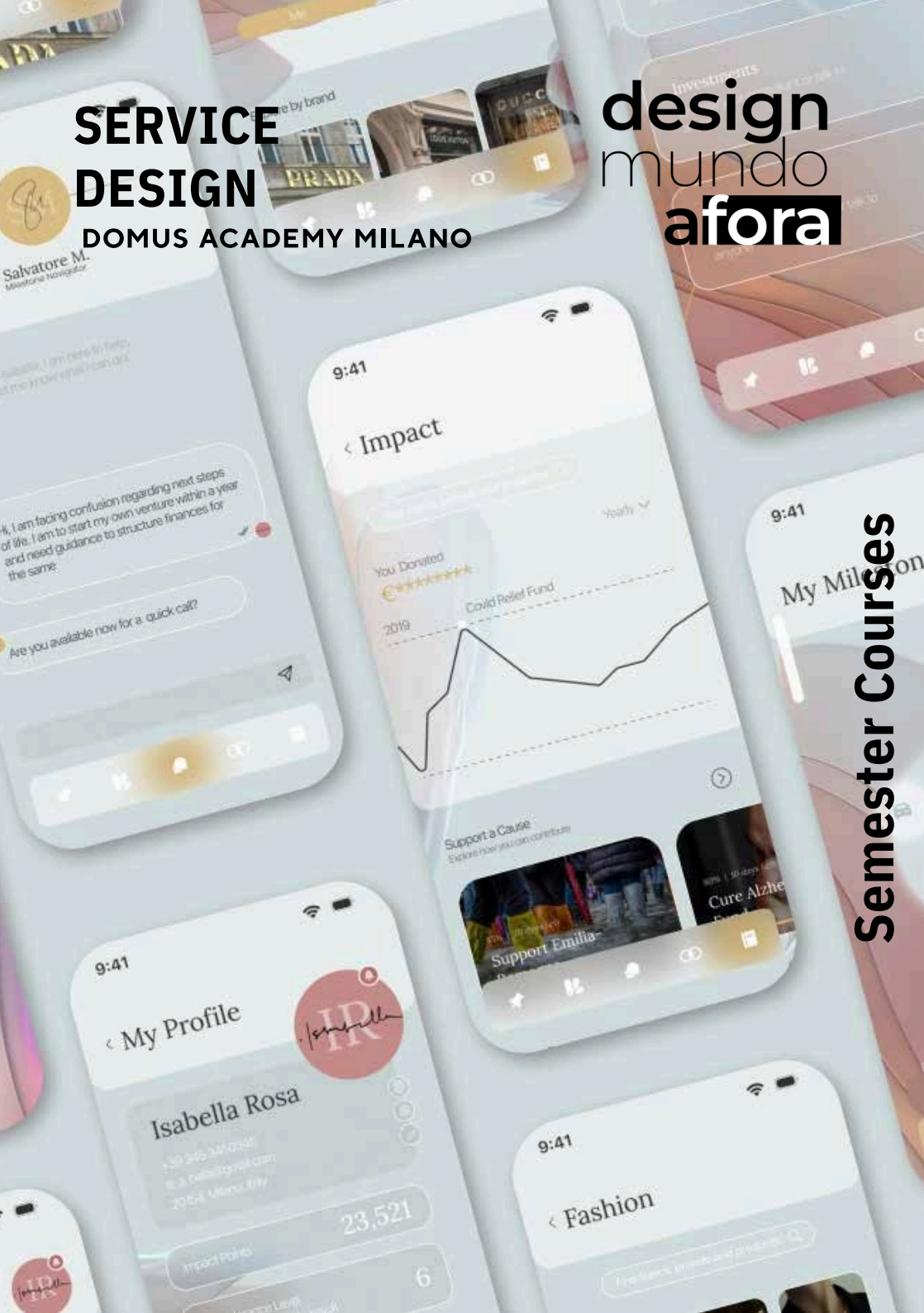


SERVICE DESIGN

DOMUS ACADEMY MILANO

design mundo afora



Semester Courses

SERVICE DESIGN

First Semester (September 9th 2025)

	Theoretical Course	Workshop
MODULE 1	Storytelling & Visual Narratives	Service Design
MODULE 2	Design Thinking	Experience Design

Second Semester (November 6th 2025)

	Theoretical Course	Workshop
MODULE 1	Storytelling & Visual Narratives	Service Design
MODULE 2	Design Thinking	Experience Design

Third Semester (February 9th 2026)

	Theoretical Course	Workshop
MODULE 1	Design Thinking	Experience Design
MODULE 2	Storytelling & Visual Narratives	Service Design

The sequence of the teaching activity might vary according to the validated yearly study plan

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

SERVICE DESIGN

The workshop provides students a clear framework encompassing all the key steps to be undertaken and the tools to be used to design new service systems or improve existing ones.

MODULE 2 DESCRIPTION

Theoretical Course

DESIGN THINKING

The objective of Design Thinking is to involve consumers, designers and business people in an integrative process to imagine future states and bring products, services, and experiences to market. Through a series of theoretical lectures and practical activities, the course provides students a clear perspective on this subject.

Workshop

EXPERIENCE DESIGN

The Experience Design workshop explores, by way of studio-based activities, the designing process from the point of view of the people (not users, neither consumers) in their day to day life context.

SECOND SEMESTER

MODULE 1 DESCRIPTION

Theoretical Course

DESIGN THINKING

The objective of Design Thinking is to involve consumers, designers and business people in an integrative process to imagine future states and bring products, services, and experiences to market. Through a series of theoretical lectures and practical activities, the course provides students a clear perspective on this subject.

Workshop

EXPERIENCE DESIGN

The Experience Design workshop explores, by way of studio-based activities, the designing process from the point of view of the people (not users, neither consumers) in their day to day life context.

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

SERVICE DESIGN

The workshop provides students a clear framework encompassing all the key steps to be undertaken and the tools to be used to design new service systems or improve existing ones.

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

SERVICE DESIGN

The workshop provides students a clear framework encompassing all the key steps to be undertaken and the tools to be used to design new service systems or improve existing ones.

MODULE 2 DESCRIPTION

Theoretical Course

DESIGN THINKING

The objective of Design Thinking is to involve consumers, designers and business people in an integrative process to imagine future states and bring products, services, and experiences to market. Through a series of theoretical lectures and practical activities, the course provides students a clear perspective on this subject.

Workshop

EXPERIENCE DESIGN

The Experience Design workshop explores, by way of studio-based activities, the designing process from the point of view of the people (not users, neither consumers) in their day to day life context.