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Three-year Course →
PRODUCT DESIGN

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Design can be defined as the personification of methods and technologies. It provides new solutions by educating people to generate value for the world that surrounds us. Design has always been a powerful engine of social, aesthetic and thinking progress.

P R D

Duration 3 years
Hours 4500
Credits 180

Starting date
October

Language
Italian English

DIRECTOR LUIGI CIUFFREDA

Designer and interior architect, he studied Architecture and design at the Politecnico di Milano, where he graduated in 2006 specializing in Museography and Set up for cultural heritage. He was a professor at the Academy of Communications of Milan. He founded the studio Guardini Ciuffreda that deals with design at different levels: Product and Fashion Design, Exhibitions and Interior Design. Among his recent works: the signage of the new NAS stadium in Dubai, the set up of the annual exhibitions at the Palazzo Marino in Milan, the collaborations with Buratti studio of Architects on projects for B&B Italia, Fontana Arte, Living Divani, Poliform, Poltrona Frau, Porro, Tecno, Lamborghini, Ducati, Husqvarna.

CURRICULUM

This course provides useful tools to manage each design project at its best. Every day, students deal with professionals with a wide expertise in project management, following the process from the idea to realisation. During first year, students will approach subjects such as technical drawing, modeling, materials, history of design and of contemporary art; at the same time, they will start designing home living and lightning products. During second year students will attend workshop and work in our school labs, deepening their knowledge thanks to our education method, all interdisciplinary. Third year will focus on analyze current and future trends, as well as new design and business opportunities.

PROFESSIONAL OPPORTUNITIES

Product Design Graduates will possess the skills to successfully join design world, apply for companies of different sectors or work as freelancers.

Young designers will be able to start a career as: product designer, concept designer, service designer, social designer, design manager, etc. Raffles Milano training system will also provide the right tools to work both locally and internationally.

WHO IS IT FOR

The course is aimed at high school graduates and students coming from Italian or foreign universities, with a specific interest in converting ideas into design products.

FIRST YEAR

History of Contemporary Art
History of Design 1
Modeling 1
Design Methodology
Technologies of materials
Technical Drawing and Design

3D Modeling
Product Design
Graphic Design
Cultural Anthropology
English Language
Extracurricular Activities

SECOND YEAR

History of design 2
History of Contemporary Architecture
Modeling 2
Technologies of materials 2
Product Design 2

Graphic Design 2
Phenomenology of the body
Digital Modeling 2
English Language
Extracurricular Activities

THIRD YEAR

Product Design 3
Interaction Design
Digital Modeling 3
Layout and visual techniques

Design management
Extracurricular activities
Phenomenology of contemporary Arts
Final dissertation and project

OPTIONAL EXTRACURRICULAR COURSES

Digital processing of the image (Photoshop)
Jewel Design
Knitwear
Theory of the color
Sustainability culture
Communication methodology and technique
(graphics and portfolio)

Textile Design
Photography as a visual language
Image for the Project
Design, Economy, Communication and Marketing
Calligraphy
Printing techniques

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