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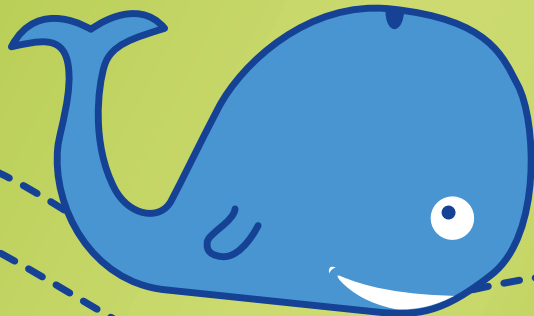
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POLITECNICO DI MILANO | LEVEL SPECIALIZING MASTER IN

# DESIGN FOR KIDS & TOYS

TRAINING IN BLENDED LEARNING (E-LEARNING + WORKSHOP)

Since 2012  
**1<sup>st</sup> edition  
MASTER**  
OCTOBER  
2018



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The Specializing Master in Design for Kids & Toys aims to train a new generation of designers able to manage complex design processes in the world of products and services for kids. At the end of the Specializing Master students will have design and process skills, useful to manage highly complex Product Systems, typical of all the sectors that have the child as a reference user.

## OBJECTIVES

Design a **toy** or a **product/service for children** needs the skills to design the whole system of artefacts, around the child and for products and services. Too often actually products for children have been interpreted as the declination of pre-existing goods, overloaded with signs, functions and colours inserted in a deliberately redundant packaging, or the unmediated reproduction of an adult object. Today technology offers interesting opportunities but often it is not a vehicle of qualified contents able to generate new ways of playing, learning and socializing or stimulating creativity and imagination: the Specializing Master aims to train professionals able to exploit all the potentials and opportunities of technology and markets, putting the child at the center of any design process and innovation.

## EMPLOYMENT PROSPECTS

**Freelance professionals** and consultants able of thinking, developing and managing product service system projects and educational activities, **Startuppers** able of giving life to new businesses within offering for kids by taking cross-cutting

opportunities in different sectors and areas, positions in **R&D, technical, marketing** and **communication offices** of companies, agencies and institutions that have business related to the child system or in retail specialized in the child system.

## DIDACTICS

The training project is based on a blended learning model that integrates theoretical training modules in **e-learning mode** with workshop activities in attendance and a project work developed during a professional internship.

### Design workshop (4 weeks)

Before the start of the workshops, a week with practice-based lectures will be held in preparation. The daily commitment can vary from **6 to 8 hours** and the program of activities will be sent one month before the beginning of the workshop. The physical attendance to these activities is **mandatory**. The theme for each workshop will be chosen by the Master committees in collaboration with companies and partner institutions and conducted with the support of experts and designers.

### Project Work (developed as part of a professional internship)

Students will then be able to develop a project work during a **3-month professional internship**: they will develop a final project based on this practical experience and the knowledge and interests gained during the whole Specializing Master.

The Final Project must be delivered with a digital presentation and discussed in an exam session with the Commission of teachers in charge.

## TARGET

Applicants with a Bachelor or a Master of Science in Architecture, Engineering and Industrial Design, and in related economic disciplines, Communication Science, Educational Science - or equivalent qualifications. The Board shall admit applicants who have qualifications in disciplines other than those specified above, if the Master may complete the training of the applicant or the professional skills and experience shown by same.

The Specializing Master is completely in **English**.

The selection will be done by the Commission. The selections will take place in chronological order with respect to the date of receipt of the application, until all available seats have been filled.

## FEES

The Specializing Master costs **€ 9.500** including:

- enrollment tax to the Politecnico di Milano € 500;
- Specializing Master tuition fees € 9.000.



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## CONTACTS

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