



POLITECNICO
MILANO 1863

Rep. Decree n° 3194 Prot. n° 65880
Date 28/04/2020
Title III Class V
UOR SEMFC

HAVING REGARD to the Statute of Politecnico di Milano;
HAVING REGARD to Directorial Decree of 3.11.1999, n.509;
HAVING REGARD to Directorial Decree of 22.10.2004, n. 270;
HAVING REGARD to the Educational Rules of University;
HAVING REGARD to the University Master's Regulation of Politecnico di Milano enacted with Rectoral Decree n. 2235 of 05.08.2013;
HAVING ACQUIRED the favourable opinion of the Academic Senate in its meeting of 20.04.2020, regarding the organization and activation of Specializing Masters, among which the First Level Specializing Master "DESIGN FOR KIDS & TOYS".

HEREBY DECREES

That the "DESIGN FOR KIDS & TOYS" First Level Specializing Master is set up and activated for the year 2021/2022.

ARTICLE 1 **Master features**

At the Department of Design, the "DESIGN FOR KIDS & TOYS" First Level Specializing Master is set up and activated.

The administrative seat of the First Level Specializing Master is at POLI.design S.c.r.l, the reference School is the School of Design.

The Head of the Specializing Master is prof. Francesco Zurlo. The Deputy Manager is prof. Arianna Vignati. The Specializing Master Programme Commission is made up by professors of Politecnico di Milano: Francesco Zurlo, Giuseppe Andreoni, Matteo Oreste Ingaramo, Arianna Vignati, and dr. Luca Fois.

ARTICLE 2 **Educational objective and job opportunities**

The Master in Design for Kids & is organized in partnership with Assogiocattoli, which represents Italian manufacturers and distributors working in this industry Italy generally excels in design (that means culture, method and practice of project and production) in several fields like fashion, food and creativity applied to multiple activities, but in the toy and childcare productions Italian design has yet to play a key role in building a recognizable identity. The "Design System" and "System of Enterprise", shows significant episodes but certainly not a coherent and recognizable oversight in children's products, in furniture for children, in the game and in the toy sector. From this scenario it comes a need in poly-technical and multi-skill training. Designers and, in particular, strategic designers have the role of create scenarios understanding the many aspects and skills that compose the system. 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, but more often it is a self-referential and not

suitable for children component. If we think today about the "Design for Kids", then we realize the number and type of skills needed to design a quality product aimed at the world of children.

Master in Design for Kids & Toys has three types of employment opportunities:

- Freelance professionals and consultants able of thinking, developing and managing product service system projects and educational activities (training, laboratories, workshops etc.);
- Startupper able of giving life to new businesses within offering for kids by taking cross-cutting opportunities in different sectors and areas (from technology to services);
- Positions in research and development offices, technical office, marketing and communication of companies, agencies and institutions that have business related to the child system;
- Positions in retail specialized in the child system.

The Master also has the cultural goal of training mothers and dads aware of the role of play in the educational development of children. The 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.

The course will be provided in English.

ARTICLE 3

Content and organization of training activities

The First Level Specializing Master will start in **January 2021** and will end in **February 2022**.

The training project is based on a blended learning model that combines theoretical training modules, through e-learning method, with attendance of workshop activities and a project work developed during a professional internship. Thanks to the theoretical training modules, through e-learning method, the students, by this distance-learning course and the use of the e-learning platform, can attend all the educational e-learning modules. This allows them to autonomously manage their times and use of the educational contents, with webinars to be attended live or recorded via the on-line platform.

The theoretical training modules, provided through e-learning, will cover the following topic areas:

- strategic design for Kids & Toys;
- design history for Kids and Toys;
- companies, the sector and markets;
- technologies and materials;
- legislation and safety;
- pedagogy, psychology, cognitive ergonomics;
- communication and distribution;

Attendance of Design workshops: The workshops are intensive design sessions lasting four weeks. Starting from the skills acquired in the e-learning modules and during the workshops, the candidate will then be able to develop a project work during a 3-month professional internship. During the internship, the candidate will be able to independently develop a final project based on the practical experience of the internship, and knowledge and interests achieved during the whole Master. The Final Project must be submitted as digital presentation and presented in an exam session to the Commission of Professors in charge.

SSD	AREA	ACTIVITY	ECTS
ICAR 13	COMMUNICATION	blended learning	3,5
ICAR 13	HUMAN CENTERED DESIGN	blended learning	2
ICAR 13	DESIGN	blended learning	3,5
M-PSI/01	PSYCHOLOGY	blended learning	3
ING-IND/22	TECHNOLOGY AND MATERIALS	blended learning	2
ING-IND/35	PROJECT MANAGEMENT	blended learning	2
IUS/13	REGULATIONS	blended learning	2

ING-IND/35	MARKETING	blended learning	1
ICAR 13	PRODUCT-SERVICE-SYSTEM	blended learning	2,5
ING-INF/01	ICT AND ROBOTICS	blended learning	2,5
ING-IND/35	ENTREPRENEURSHIP & STRATEGY	blended learning	2
ICAR 13	WS 1	workshop	7,5
ICAR 13	WS 2	workshop	7,5
	PARTIAL		41
ICAR 13	STAGE		19
	TOTAL		60

ARTICLE 4

Requirements for participation

The Specializing Master is for candidates with a Laurea (equivalent to Bachelor of Science) or Laurea Magistrale/Specialistica (equivalent to Master of Science) in in Architecture, Engineering and Industrial Design, and in related economic disciplines, Communication Science, Educational Science and to applicants with 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. For foreign applicants, equivalent academic qualifications will be considered in the related study systems. The number of admitted students is 20.

The selection is made by the Commission.

The selections will be made in chronological order with respect to the date of receipt of the application, until all available places have been filled.

ARTICLE 5

Formal fulfilment

The **admission application** must be presented in one day from the day after the date of this Decree and **within the 14th, January 2021**.

*** Italian/foreign citizens with educational qualifications obtained in Italy**

- Self-certification concerning personal identity (surname and name, date and place of birth, nationality and residence)
- copy of the identity document
- copy of the Diploma Supplement or photocopy of the laurea qualification and certificate with the list of exams taken for graduate students of the Old Educational System
- Curriculum Vitae

*** Italian/U.E. citizens with a qualification obtained abroad**

- Self-certification concerning personal identity (surname and name, date and place of birth, nationality and residence)
- copy of the identity document

- Photocopy of the academic qualification obtained, with a certificate showing the scores obtained in each exam or Diploma Supplement (**upon enrolment, the on-site Value Declaration issued by the Italian Representation abroad competent for the territory or certification issued by the Enic/Naric Centres**)
- Curriculum Vitae

The admission application must show the declaration. "I authorize this University, pursuant to EU Regulation n. 2016/679 regarding the protection of personal data, the personal data processing for the sole purposes related to the admission, enrolment and management of the master, and in any case, I allow to disclose personal information to third parties and in particular:

- to public and private Bodies for possible recruitments;
- to training programme providers; to the Bank Treasurer of Politecnico for services connected to taxes;
- to bodies managing honor loans, accommodation, flexible employment contracts, cultural, recreational and/or sport activities.
- It also authorizes the use of data for statistical purposes in compliance with the procedures and authorizations required by the aforementioned legislation.

The whole information on data processing and rights of the interested party is available on the web site www.polimi.it/privacy

The admission application can be found on the Web site <http://www.polidesign.net> or write to the Coordination and Training Office: formazione@polidesign.net

The documents must be sent to:

POLI.design S.c.r.l

Via Durando, 38/A

20158 Milano (MI)

Phone: 02/2399.5911

Fax 02/23997217

Email: formazione@polidesign.net

Pursuant to Article 75 of Presidential Decree 445/2000, if the Administration finds, on the basis of appropriate checks, an untruthful content on declarations provided by the candidate, the declarant does not have the benefits eventually obtained by the provision issued on the basis of the untruthful declaration.

*** Non-U.E. citizens with a qualification obtained abroad**

Non-EU foreign citizens must submit to the Institution:

- **copy of qualification** in original language and the related translation into Italian/English/French or Spanish
- **copy of transcripts** with the list of exams in original language and the related translation into Italian/English/French or Spanish or **Diploma Supplement**
- **copy of valid passport**
- Curriculum Vitae

At least 30 days before the closing date for registration, as indicated in this article.

The Institution sends all the documents listed above for the evaluation of the qualifications, for the purposes of participation in the Specializing Master, to Politecnico di Milano, **Corporate and Continuing Education Master and Specializing Programmes, within the deadline of this call**, according to the provisions of the MIUR/MAE note "Procedures for access, stay and registration of visa applicant students for higher education programmes in Italy for the academic year 2019/2020"

The Corporate and Continuing Education communicates the acceptance of the student and the outcome of the access tests, where required, to the competent Representations, for completion of the documentation related to the qualification, required for the issue of the Entry Visa.

After confirmation of acceptance by the University, the candidates submit their qualification to the Diplomatic Representation, for the required consular acts.

ENROLMENT METHOD:

Students admitted to the Master must apply for registration with copy of an identity document (passport in case of non-EU citizens). The achievement of the academic qualification in Italy can be self-certified by filling out dedicated box on the enrollment application, while the qualification obtained abroad must be documented by presenting an **on-site value declaration** issued by the Italian Representation abroad competent for the territory (Italian Embassy or Italian Consulate) on letterhead with its original stamp; **or certification issued by the Enic/Naric Centres.**

Non-EU citizens, in addition to documents mentioned above **must submit a copy of the residence permit.**

ARTICLE 6 **Qualification and recognitions**

CERTIFICATION ISSUED

At the end of the programme, after passing the final exam, the First Level Specializing Master diploma in “DESIGN FOR KIDS & TOYS” will be issued in English.

To obtain the admission to the final exam of the Master, students must submit to Politecnico di Milano - within 30 days before the exam date - a specific request on legal paper. The request form can be downloaded from the University website, on the page [www.polimi.it/post qualification](http://www.polimi.it/post_qualification) > Documents

OBLIGATIONS OF STUDENTS

Attendance to the activities of the Master is compulsory for at least 75% of the programme activities. The renunciation to study must be submitted in writing. The training period cannot be suspended for any reason. It is not possible to enrol, at the same time, in a Specializing Master and in another study programme activated by an Italian University.

METHOD OF VERIFICATION

The final exam will consist in presentation and discussion of final work carried out Master programme.

ARTICLE 7 **Tuition fees and contributions**

The total cost of the programme is equal to **€ 10.000,00.**

The cost of the programme is divided into:

- Registration fee for Politecnico di Milano, € 500,00 per student
- Master participation fee, equal to € 9.500,00 per student

The registration fee for Politecnico di Milano will not be refunded under any circumstances

Tax and registration fee can be paid to the current account number:

10075X08 - CIN H - ABI 05696 - CAB 01620 - Banca Popolare di Sondrio, Branch 21, Via Bonardi, 4 –
20133 Milan – to: POLI.design S.c.r.l
IBAN: IT19 H056 9601 6200 0001 0075 X08 - BIC/SWIFT: P0S0IT22

Please state as reason **1868 Master Kids&Toys**

ARTICLE 8
Data Treatment

The University, pursuant to EU Regulation n. 2016/679 regarding the protection of personal data, uses the personal data processing for the sole purposes related to the admission, enrolment and management of the master, and in any case, I allow to disclose personal information to third parties and in particular:

- to public and private Bodies for possible recruitments;
- to training programme providers; to the Bank Treasurer of Politecnico for services connected to taxes;
- to bodies managing honor loans, accommodation, flexible employment contracts, cultural, recreational and/or sport activities.
- It also authorizes the use of data for statistical purposes in compliance with the procedures and authorizations required by the aforementioned legislation.

The whole information on data processing and rights of the interested party is available on the web site www.polimi.it/privacy

ARTICLE. 9
Advertisement

This Decree is published on the Politecnico di Milano website at the page <https://www.polimi.it/corsi/master-universitari-e-corsi-post-laurea/>

FOR INFORMATION ON THE UNIVERSITY MASTER:

Elisa Piccini

POLI.design S.c.r.l

Via Durando, 38/A

20158 Milano (MI)

Phone: 02/2399.5911

Fax 02/2399.7217

Email: formazione@polidesign.net

Milan, 28/04/2020

The Rector
(Prof. Ferruccio Resta)
Signed Ferruccio Resta

Digitally signed, according to the law.