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Education



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SPECIALIZING MASTER IN

DESIGN FOR KIDS & FAMILIES

VIII EDITION - NOVEMBER 2026

GENERAL OVERVIEW

The Specializing Master aims to train professionals capable of developing product-service systems such as toys, games, furniture, platforms, events, and experiences for children and families. A Specializing Master focusing on usability accessibility, pedagogical quality, ethics, and interaction within solutions.

TRAINING OBJECTIVES

The Specializing Master is organized with the patronage of Assogiocattoli, the association representing Italian toy manufacturers and distributors. This partnership strengthens the role of design in products and services for children and families. The program explores a wide range of topics, including strategic design and design thinking, human-centered design, materials and technologies, regulations and safety, intellectual property, pedagogy, psychology and cognitive ergonomics, marketing, communication, and product distribution processes.

The Specializing Master in Design for Kids & Families trains professionals capable of developing product-service systems for childhood and family. The program also aims to foster cultural awareness among parents and caregivers, outlining the role of play in children's educational development.

Key objectives include:

- Gaining full awareness of practical constraints, such as safety and compliance with regulations
- Understanding cultural, cognitive, educational, recreational, and ethical goals in child-centered design
- Developing the ability to conceive, design, and manage educational, playful, and formative projects and activities (such as workshops and labs)
- Recognizing cross-sector opportunities (from technology to services) to innovate design for children and families
- Acquiring tools to effectively communicate developed projects

DIDACTIC PLAN

The training course is based on an online learning model. Using an e-learning platform, students are able to access theoretical training modules that they can manage independently according to their own schedule.

DIDACTIC MODULES

Training Area 1
Communication

Training Area 2
Human-Centered Design

Training Area 3
Design

20
students

1500
hours

€11.000
cost

Training Area 4
Psychology

Training Area 5
Materials and Technology

Training Area 6
Project Management

Training Area 7
Regulations

Training Area 8
Marketing

Training Area 9
Product-Service Systems

Training Area 10
ICT and Robotics

Training Area 11
Entrepreneurship & Strategy

EMPLOYMENT OPPORTUNITIES

The Master aims to train:

- Designers, consultants, and professionals capable of conceiving, developing, and managing product-service systems and educational, playful, and formative activities
- Entrepreneurs launching new ventures by seizing cross-sector opportunities (from technology to services)
- R&D Managers and technical office roles
- Marketing and communication managers in companies, agencies, and institutions focused on childhood and family-related businesses
- Retail managers specializing in the children and family market

FACULTY

Scientific Director Barbara Del Curto

Vice Director Luca Fois

Didactic Coordinator Giovanna Belviso

TITLE RELEASED

At the end of the course, students who pass the final —examination will receive a joint first-level Specializing Master in “Design for Kids and Toys” from Politecnico di Milano.

The Specializing Master grants 60 credits, equivalent to 60 ECTS.

REQUIREMENTS

Master in Design for Kids & Toys is open to applicants who have a university degree (Laurea, equivalent to a Bachelor of Science) under the old or the new educational system or a Laurea Magistrale (equivalent to a Master of Science) under the new educational system 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.

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.

PATRONAGE



ASSOGIOCATTOLI

PARTNERS THAT HAVE COLLABORATED WITH US

Chicco, Clementoni, Hape, H-FARM, Internotrentatre, Italtantoy, Italtrike, Kids Design Week, Lago, LAM!, La Tata Robotica, Milaniwood, Rainbow, Ravensburger, The Playful Living, Teknova, Walt Disney

DEADLINES

For more information on deadlines and current promotions, visit the “Admission” tab on the program webpage.

DURATION: November 23rd, 2026 -
December 31st, 2027

PRICE

The cost of the University Specializing Master’s programme is **€ 11.000** broken down as follows:

- € 500,00 – enrolment fee to be paid to the Politecnico di Milano, no later than 30 days before the starting date following the procedures that POLI.design will specify;
- € 10.500 – participation fee for the University Master’s Course to be paid to POLI.design following the procedures that will be specified upon admission.



CONTACTS

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FOR MORE INFORMATION

