

SPECIALIZING MASTER IN

DESIGN FOR KIDS & TOYS

V EDITION — JANUARY 2023



GENERAL OVERVIEW

The Specializing Master, in e-learning mode, aims to train a new generation of project professionals in terms of content and method, so that they are able to manage complex design processes in the world of products and services for children.

The purpose is to provide methods and tools to coordinate very different skills and to move safely among tangible constraints, such as security and regulation, and abstract objectives such as cultural, cognitive, pedagogical, playful and ethical ones.

TRAINING OBJECTIVES

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.

DIDACTIC PLAN

The educational project is based on a **blended learning approach** that integrates theoretical training modules in e-learning with face-to-face workshop activities and a project work developed during a professional internship

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.

35
students

1400
hours

13
months

€14.000
cost

EMPLOYMENT OPPORTUNITIES

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.

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.

DEADLINES

To take part to the selection process, the application form must be completed online within the following deadlines:

- For Italian / foreign citizens with a qualification obtained in Italy within **January 14th, 2023**
- For Extra U.E. citizens within **December 14th, 2022**

PRICE

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 for student
- Master participation fee, equal to € 9,500.00 for student

PARTNERS



FACULTY

Scientific Director Venanzio Arquilla

Vice Director Adriana Vignati

Didactic Coordinator Luca Fois



CONTACTS

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<https://www.polidesign.net/it/formazione/product-design/master--design-for-kids-and-toys/>