THE FIRST SPECIALIZING MASTER IN

SERVICE DESIGN

AT POLITECNICO DI MILANO

IX EDITION 2021 / 2023

POLI.DESIGN

MASTER
SERVICE
DESIGN

Services are the heart of contemporary society
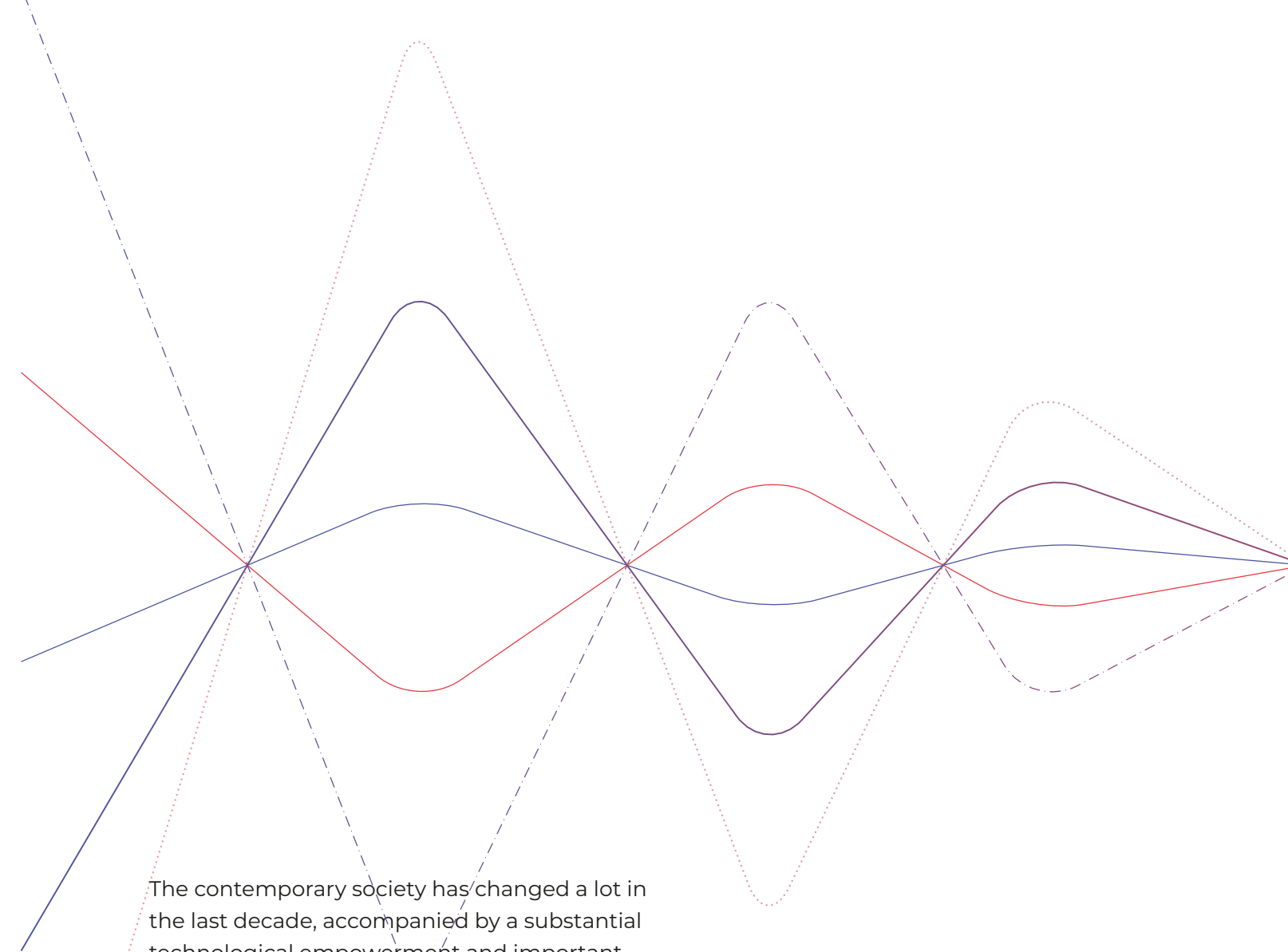
The contemporary society has changed a lot in the last decade, accompanied by a substantial technological empowerment and important societal and economic transformations.

Throughout our daily lives, we increasingly get in touch with a huge variety of services provided to different users and contexts, which involve different types of innovation in many fields: mobility, health, finance, insurance, tourism, hospitality, and education, just to mention few. These experiences and performances need to be designed to create value for citizens, firms, not for profit organisations, public administrations as well as governments.
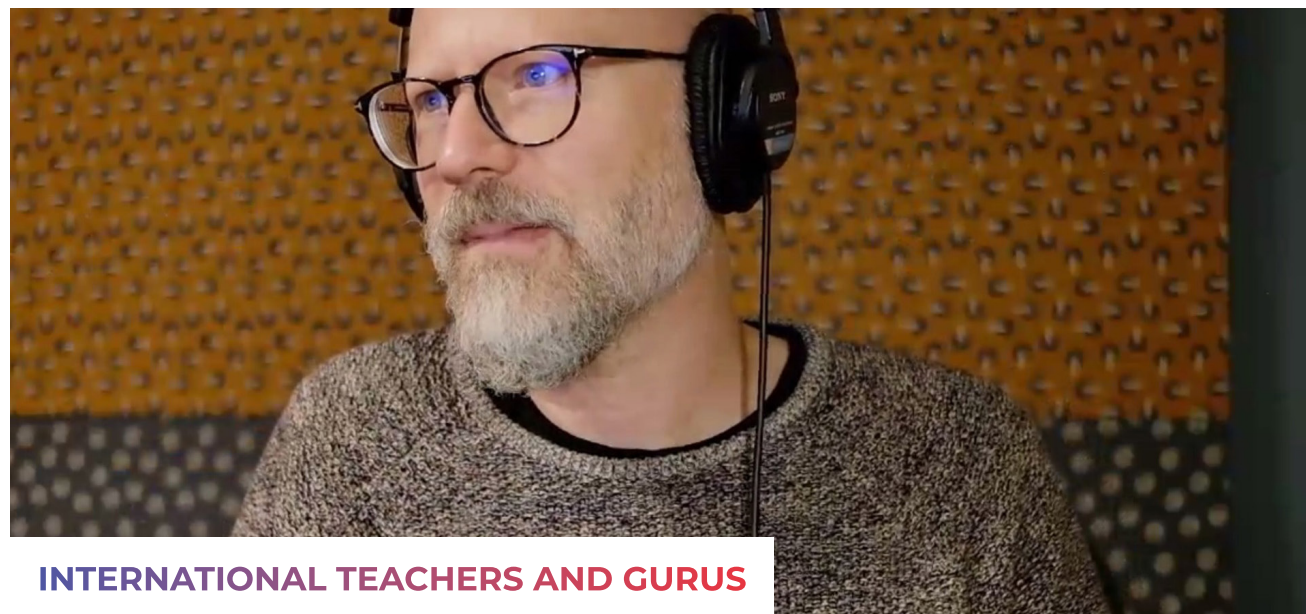
The Specializing Master in Service Design was especially created in response to the growing demand for professionals specifically able to handle the complexity of designing a service. To achieve this purpose, the Specializing Master programme integrates general theory with methodology and hands-on experience aimed at the creation of systemic, complex solutions that blend material and immaterial components.

INTERNATIONAL TRAINING PROGRAMME

PROFESSIONAL SKILLS

INTERNATIONAL TEACHERS AND GURUS

THE SPECIALIZING MASTER IN SERVICE DESIGN

POLI.design, founded by Politecnico di Milano, devotes a specialized upper-level training programme to Service Design.

The Master in Service Design is an **international training programme** – taught entirely **in English** – focused on a user-centred approach, and the development of service ideas from contextual research to prototyping.

The overall idea behind the Master stems from the awareness of the significant changes that have occurred in the development and delivery of services and products by companies and public-sector organizations, and the **radical impact that these changes are producing on professional skills and corporate capabilities**.

It is thus essential to train professionals who can build and manage **new physical and virtual patterns of service experience and interaction**.

The complexity of conceiving, developing, and delivering a service requires **innovation culture**, **creative thinking**, and **cultural exchange**.

In order to strengthen the student's abilities, the Master programme relies on an educational model that merges the acquisition of broad and multifaceted methodological knowledge and a learning-by-doing approach through:

– **multidisciplinary modules**;
– **experimental projects** with real companies coordinated by international academics and professionals;
– **service prototyping**.

CANDIDATES / OBJECTIVES

A maximum of **30 places** are available for each edition of the Specializing Master in Service Design. The Specializing Master invites applications from candidates with a **degree**, **master's degree**, or **university-level diploma** in design, architecture or engineering. Candidates may also be specialized in non-polytechnic disciplines for whom polytechnic skills can significantly enhance their prior professional training.

The **objectives** of the Specializing Master are:

– **to provide** the specific training required to refine the design skills of students who have already acquired experience in the design sector;
– **to enhance** the basic skills of students with a background in other disciplines by furnishing them with theoretical knowledge and practical experience in service design;
– **to furnish** the means necessary to enhance the professional experience of students already in employment.

PROFESSIONAL QUALIFICATIONS / OUTCOMES

The Specializing Master in Service Design trains **specialists in the design of services for firms and public-sector organizations**.

The programme's overall objectives are to produce experts and consultants with a solid design culture, vision, and the ability to design, manage, and organize the conception and implementation of a service. It also aims to develop innovation and entrepreneurship.

On conclusion of the programme, the participants will be able to:

devise systemic innovation models for services;

deploy theoretical skills to operate with complex system;

use specific service design tools and manage redesign;

observe & analyse user experience to construct a user-centred vision of complex interactions;

manage service conception, design and development;

foster entrepreneurship.

Numerous employment opportunities are available to graduates from the Specializing Master in Service Design. Potential roles include:

– service designer as a specialized consultant at a **design agency**;
– service designer as a consultant or employee of **public-sector** organizations, research centres, enterprises and authorities;
– service designer as a consultant or employee of **private-sector** organizations, research centres, companies and organizations;
– service designer as a freelance or **self-employed professional** (start-up).

USER-CENTRED DESIGN

CONCEPTS GENERATION

SERVICE DESIGN TOOLS

COURSE PROGRAMME AND TEACHING METHOD

The Specializing Master programme grants 60 CFU (Formative University Credits) equivalent to 60 ECTS.

The capability to **manage complexity** and act upon different design levels, and the **capacity for creativity** and vision are the main features of a service design professional.

These skills will be acquired through a **highly experimental approach** based on learning modules divided into lectures and design activities – called **Service Design Pills**, **Service Masterclasses**, **Service Design Workshops** – each one led by a different faculty member and focusing on a different topic.

Lectures
Theoretical lessons aimed at introducing the discipline, and methodological lessons devoted to the acquisition of processes, tools, and approaches.

Service Design Pills
Targeted seminars that delve deeper into approaches and tools through the experimentation on a topic.

Service Design Masterclasses
One day lectures provided by an expert or a Service Design guru to investigate cutting-edge topics emerging in the world of Service Design.

Service Design Workshops
Design labs, in collaboration with companies, dealing with a real briefing that is focused on user research, and the development of service ideas and prototyping.

Internships
475 hours of training experience in a partner company of the Specializing Master or other companies suggested by participants.

OCT 25, 2021

GETTING INTO SERVICE DESIGN

PREPARATORY ONLINE ACTIVITIES
PROPEDEUTIC TO DIDACTIC

JAN 24, 2022

START OF CFU DIDACTIC

THEORY CLASSES & DESIGN LEARNING

LECTURES, MASTERCLASSES, PILLS, WORKSHOPS

JUL 2022

FIELD EXPERIENCE

INTERNSHIP & PROJECT WORK

DEC 2022

ROAD TO GRADUATION

JAN 2023

FINAL EXAM

ATTENDANCE / LANGUAGE

Attendance is compulsory for three days a week during the course. A maximum absence of 25% is allowed. **The Specializing Master is completely in English and will be held in blended mode.**

ASSESSMENT / DEGREE

During the Specializing Master, members of the teaching faculty will assess each student's progress by means of exercises, project revisions and presentations. Moreover, each student will take an individual final examination consisting of the discussion of the **Final Work Project**. The purpose of the examination is to assess the analytical, theoretical, and practical skills acquired by the student throughout the program. Upon conclusion of the Specializing Master, students who have passed the final examination will receive a **First-Level Specializing Master's Degree in Service Design** awarded by Politecnico di Milano.

OBSERVATION & RESEARCH

METHODOLOGICAL LESSONS

SELECTION AND ADMISSION

Selection is based on **assessment of the candidate's skills, aptitude, and experience**, as well as his/her goals and expectations toward the programme. The assessment is made by the Master Board on the basis of the candidate's:

– academic records;
– professional curriculum;
– (optional) interview (also by telephone).

Significant **professional experience is also considered** as a criterion for admission. With regard to aptitude, **the programme prioritizes highly-motivated candidates** with creative and relational skills, curiosity, critical awareness, and a pragmatic mentality.

Conditional admission to the programme may be granted to:

– students enrolled at Italian universities whose final degree examination is scheduled for a date subsequent to the beginning of the Specializing Master;
– students with foreign degrees whose validation is not yet complete.

Admission to the Specializing Master may also be granted to students possessing Italian university diplomas or three-year degrees (awarded under the previous university regulations) or qualifications acquired in foreign countries, **provided that they are accredited**, submitted in the original format, translated, and certified by the Italian consular authorities in the country in which they have been awarded, and accompanied by a declaration of legal validity.

DOCUMENTATION FOR ADMISSION

The application for admission must be submitted by May 2021 for Italian/EU citizens. The application for admission must be submitted by April 2021 for Non-EU citizens residing abroad. The following documents must be submitted by applicants:

– application form completed in all its parts;
– updated CV (with a photograph);
– motivation letter;
– letter of reference (optional);
– portfolio (optional);
– copy of the passport, demonstrating citizenship;
– scan copy of the original University Degree achieved and related translation in Italian/English/French or Spanish;
– scan copy of the official University transcripts and related translation in Italian/English/French or Spanish or the Diploma Supplement.

In case a candidate will pass the selection, for the enrollment he/she will have to deliver the Declaration of Value from the local Italian Diplomatic authorities, or an Official document issued by ENIC/NARIC centres.

COSTS

The Specializing Master costs 15.500 €, including the fee for enrolment at the Politecnico di Milano. It is exempt from VAT under article 10 DPR 633/72.

FINANCIAL AID

Partial exemptions are available. For information contact POLI.design Coordination and Training Office at formazione@polidesign.net. The deadline to apply is May 17, 2021. Apply by March 31, 2021 to benefit from a **special condition discount of 10% off the tuition fee** (excluding Politecnico di Milano enrolment fee).

To participate in the selection process, candidates must submit their application materials to **formazione@polidesign.net** or fax them to **+39 02 2399 5970**.

More info at **servicedesignmaster.com**

TEACHING FACULTY

The Specializing Master programme is taught by an **outstanding Italian and international faculty**, belonging to Italian and foreign universities, but also drawing on the expertise of design professionals and entrepreneurs working in Italy and abroad. It is supervised by an Advisory Board whose members represent Italian and international excellence in service design and innovation.

MASTER BOARD

Politecnico di Milano – Dipartimento di Design
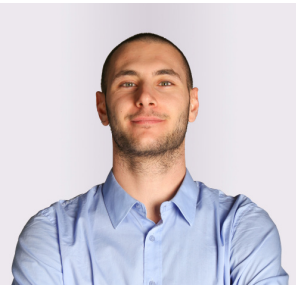Scuola del Design

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PREMIUM PARTNER

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science oxygen business

PARTNER

SPACES.

TECHNICAL PARTNER

STUDIOLABO

PAST EDITIONS

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Banca Ifis

Barilla
The Italian Food Company. Since 1877

Capgemini

CentroMedico
Santagostino

coop

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MAERSK

MARRIOTT
MILAN

MUSEO DEL
NOVECENTO

Virgin active

ALUMNI SAY...

Chiara Casadei from Italy
BACKGROUND IN PRODUCT DESIGN

I decided to attend the Master in Service Design founded by Poli.Design for several reasons. First of all I was fascinated and curious to find out what Service Design really was. I was coming from a Product Design background, and I was really interested in understanding the wider picture that surrounds the single product, the single touch point. Secondly, I wanted to enter a reality that would have given me the opportunity to get in touch with the work world, the "real world" outside the university walls. I needed something in a way more practical and stimulating, such as designing for real "clients". My expectations were fully met. This master gave me the possibility to not only attend classes and practical courses held by the most influential figures in the Service Design world, but also to attend workshops with real partners, trying to approach real challenges, working with designers coming from all over the world. This has been very challenging but also incredibly satisfying. Nevertheless I have to admit that the best part of all the experience was definitely the internship. The Master in Service Design offers a great chance to spend some time working for real firms, finally being part of a project team and address real problems. This has been an amazing opportunity, and I can only say that both the theoretical part and the internship satisfied me in a total way.

Christina Sadek from Canada
BACKGROUND IN MARKETING, INNOVATION, AND TELECOM

As a design thinker, innovation management practitioner, and seasoned marketing professional I'm passionate about bringing to market meaningful products, services, and experiences. With this aim in mind, I'm extremely happy with my decision of pursuing the Master in Service Design at POLI.design. The course has provided me with a holistic view and formal understanding of service design principles and methods while enhancing my creative problem-solving skills and level of critical reflection in business, design, and life in general. The structure fosters a deep, collaborative approach to active learning, underpinned by integrated subject matter, each project building upon the existing knowledge and concepts of the previous one. I've particularly benefited from high caliber lecturers from various disciplines with contrasting styles and points of view, reflective of true work situations. As paradigms shift, I always seek new ways to engage clients in the cultural transitions that help them enact relevant change and deliver on the needs of both the consumer and the business. Having the skill-set of a service designer helps me do so by transforming both user and stakeholder relationships and experiences for the better.

Adriana Matiz from Colombia
BACKGROUND IN INTERNATIONAL RELATIONS, INNOVATION CONSULTING

I first discovered service design while trying to figure out why people wouldn't use the digital marketplace I was working on. Once I realized the depth and power of the service design tools for creating and adding value to the user's experiences, I quickly fell in love with the possibility of understanding better how service systems work and how we can improve them to deliver a better experience. Once I decided that this was the path I wanted to follow I encounter the Master in Service Design at POLI.design, which caught my attention because of the way the program was structured with enough flexibility to let me explore my own interests and a practical approach to the learning process. The experience has been worthy, I have seen myself grow by learning not only the theoretical and methodological aspects of service design, but also the way in which a team of service designers can approach issues and provide solutions in a quick and practical way.
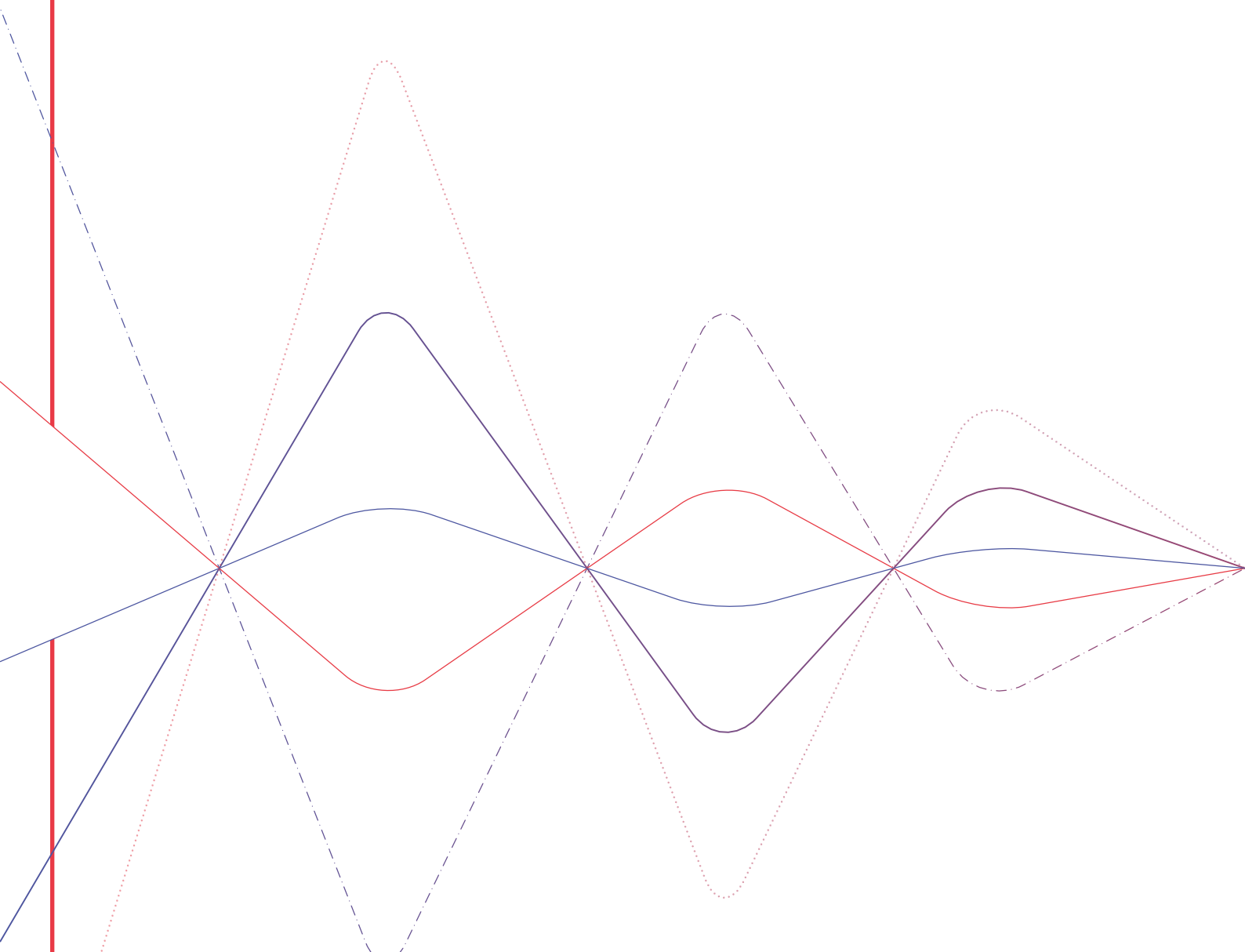
RAPID PROTOTYPING

PROJECT PRESENTATION

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" MY SCHEDULE IS ONLY
FREE ON SUNDAYS "

TOOLS

SERVICE VISUALIZATION

USER RESEARCH

INTERACTION DESIGN

METHODS

CONTACTS

polidesign.net/servicedesign
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Instagram: *@masterservicedesign*

#servicedesignculture

NOTES