



**TAD**

SPECIALIZING MASTER IN

# TRANSPORTATION AND AUTOMOBILE DESIGN

XVI EDITION - MAY 2024

## GENERAL OVERVIEW

The Specializing Master in Transportation & Automobile Design is a Master in Car Design of the Politecnico di Milano and it is a pathway to excellence for those who seek scientifically rigorous training to meet the professional challenges that automakers' design departments are offering in this era of far-reaching change and radical innovation in the industry.

Reliance on facilities at the Design Department at the Politecnico di Milano, such as its prototype workshop and its virtual prototyping workshop, enrich the learning experience by assuring the availability of equipment up to the task of the Specializing Master.

The Specializing Master is designed to train a figure of designer who is able to develop own creativity, integrating it in an innovative way with the academic knowledge of the training scenarios, and at the same time to experience the entire development process of typical style of the world of the automotive industry.

## TRAINING OBJECTIVES

The goal of this Specializing Master is to train a professional designer to develop her or his own creativity, while innovatively integrating it with the academic knowledge specific to the syllabus. At the same time, the student is expected to experience the whole style-development process typical of the automobile industry. This Specializing Master is designed to enable graduates in industrial design, engineering or architecture who are interested in a career in automobile design to bring rigorous focus to their curriculum.

## DIDACTIC PLAN

The Transportation & Automobile Design Specializing Master is made up of lessons, project seminars, workshops, and a final Master thesis. The course plan consists of 17 learning modules, selected so as to provide a mix that will assure the theoretical and practical knowledge essential to developing transportation-design projects with full awareness of the context.

## DIDACTIC MODULES

- Car Design Studio
- Exterior Car Design
- Interior Design Studio
- Alias modelling for Car Design
- Car Design Culture
- Transportation Design Workshops
- Multimedia Tools for Car Design
- Adobe Tools
- Vehicles Architecture
- Experience Interaction Design for Vehicles
- Colour & Trim
- Ergonomics
- Presentation Techniques for Car Design
- Creative Group Empowerment
- Portfolio Empowerment
- IP law in Automotive Design
- Internship or Project Enhancement Studio

## TITLE RELEASED

The Specializing Master grants 60 CFU, equivalent to 60 ECTS. Upon completion, students earn a Politecnico di Milano first-level Specializing Master.

**20**  
**students**

**1500**  
**hours**

**15**  
**months**

**€15.500**  
**cost**

## EMPLOYMENT OPPORTUNITIES

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This Specializing Master produces an innovative professional with advanced skills related to the main tasks involved in creating an automobile's style. Its goal is to give students the chance to enter the production stream for auto-industry design. This is not limited to traditional roles or companies but encompasses a network of enterprises that interact and collaborate with corporate design departments on co-design projects. Acquired skills include teamwork and conflict management.

## REQUIREMENTS

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The enrollment at the Specializing Master in Transportation & Automobile Design requires a University Diploma, a Bachelor of Science degree, or a Master of Science degree in Industrial Design, Architecture, Engineering, or an equivalent qualification. Anyhow, the Master board has the right to consider the enrollment of candidates holding the above mentioned titles in other disciplines. For those who graduated not in Italy, equivalent study titles will be considered if recognized in the respective course of studies.

## SELECTION DOCUMENTS

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The candidates will be selected by the Master Board according to their skills by means of the following documents:

- Curriculum Vitae;
- Video self-introduction: a short video including general information, school path, passions and motivations to join the course (duration about 1 minute);
- Vehicles Drawings Portfolio (mandatory for every candidate): a collection of vehicles drawings to show the candidate's drawing skills as well as the approach to shape and volumes. It may include existing vehicles and/or invented vehicles;
- Projects Portfolio (candidates with a background in design or architecture): a general portfolio including the projects developed by the candidate during the previous studies.

## DEADLINES

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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 and Italian/U.E. citizens with a qualification obtained abroad within April 24, 2024;
- for Extra U.E. citizens within April 24, 2024.

## PRICE

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Total charges for the Specializing Master are € 15.500,00 (including Politecnico di Milano enrollment fee of € 500). Exempt from VAT under Article 10 of DPR 633/72.

## FACULTY

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<b>Scientific Director</b>	Prof. Fausto Brevi
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<b>Communication Manager</b>	Flora Gaetani
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<b>Didactic Coordinator</b>	Alice Pignatelli
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drawing by Dai Pan

## CONTACTS

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<https://www.polidesign.net/en/formazione/interior-design-and-architecture/master--transportation-automobile-design/>

