The work of the transportation designer blends conceptual and creative skills with a solid understanding of engineering, ergonomics and marketing principles. Designers are called on to envision progressive transportation concepts that fit a future scenario where cars are no more the unrivaled player. The Master’s program embraces the entire design development process and aims at researching into new experiential concepts, redefining the architectural solutions and moving forward with new criteria for function, comfort and emotion. The studio projects, organized in collaboration with major car companies, run through the entire duration of the Master’s, parallel to the technical training. SPD has a long-standing educational partnership with Volkswagen Group Design involving designers from the various brands - from Audi to Lamborghini – that take active part in the teaching activities.

**METHODOLOGY**

At SPD every student is followed individually by a faculty formed by designers, professionals from various fields and visiting professors. Teaching is arranged into intensive workshops, studio classes, lectures, seminars and visits. Research work carried out in collaboration with leading companies such as Lamborghini Automobili, Ducati, Audi, Volkswagen, Seat, Skoda, Italdesign, is a crucial experience at SPD. These projects are developed according to a comprehensive approach which is a testing ground for the student’s skills, from the concept idea to its execution.

**RECOGNITION AND QUALIFICATION**

The Master’s course in Transportation and Car Design is organized in collaboration with the Milan based IULM University and award academic degree certificates and credits under the ECTS system. After successful completion of the Master programmes, qualifiable students that have matriculated at SPD and IULM, will be awarded with the first level University Master Diploma recognised by the Italian Ministry of Education, University and Research and corresponding to 60 ECTS credits.

**ADMISSION**

Upon selection, the Master admits graduates in Transportation or Car Design, Industrial Design, Vehicle Engineering or their equivalents; candidates holding a degree in different disciplines who have gained significant professional experience in the field of further studies. The program has a limited number of places available. Applicants will be admitted upon selection based on the student’s CV, motivation letter, portfolio and on a Skype interview.

**DURATION**

The Master lasts 15 months (from October to December of the following year, with a summer break in August). Attendance is full time. The total workload of the course corresponds to 1500 hours/student encompassing lessons, class exercises, final thesis and individual study.

**ACCOMMODATION**

SPD supports all students looking for accommodation in Milan.

**THESIS PROJECT**

The thesis project is the final step of the educational path in which the student tackles a complex assignment according to a multidisciplinary approach. Developed in association with a partner automotive company, this project represents the culmination of the Master’s and a real testing ground as it enables to assess the professional abilities acquired by the students.

**LANGUAGE**

The Master’s course is held in English.

**SPD**

Creativity is a daily task at SPD. Since its foundation in 1954 the school has welcomed an extraordinary community of students from various countries and backgrounds. Everyone has an unequalled opportunity: they work side by side with excellent professionals, engage in dialogue with a number of academic partners and swap experiences with young talents from all over the world. All of this takes place in Milan, a city with an incredibly close-to-hand and accessible heritage made up of architecture and design, production and business, communication and art.
LEARNING AREAS

Design laboratories
This area identifies a series of project-oriented courses that run over the entire year. Intensive workshops are intended to stimulate creative thinking while extensive laboratories round off sounder professional skills. Participants are tasked with complex themes, related to both car and transportation design at large. Activities cover all the phases in the design process, from concept research and ideation to design refinement, modelling and presentation. The integration among man, transport, urban infrastructure and digital technologies is deeply investigated as this new scenario is marking a dramatic evolution in the profession. Students work in an international and multi-cultural environment and meet with the tutors and the colleagues to discuss, revise, constantly develop their work. Projects are subject to group critiques and critiques with tutors and outside reviewers, thanks to the close collaboration with leading industrial partners. Working both in small design teams and individually, students have the chance to enhance their relational skills and team work attitude, a crucial ability in the profession due to the complex and highly structured organization of the business.

Digital modelling
The main goal is to enable the students to gain a technical understanding of three-dimensional modelling and get familiar with its construction methodology. Today, digital modelling skills are a fundamental design tool in the automotive field. Alias and other applications allow the designer to quickly transform orthographics (2D visualisation of the vehicle) into a 3D object. Sections, surfaces and design details can be improved beyond any possible interpretation that is still needed in front of a sketch, no matter how precise it is. During the academic pathway, advanced modelling skills are transferred through practical, hands-on experience and assist the students in the design development up to the construction of the physical model.

Colour and trim
This area involves a wide range of research tools, technical information and procedures to complete the designer’ skillset. A practical methodology is applied to colours, materials and finishing. The course covers the study of trends and the creation of new sensorial palettes that are able to influence the consumer demand relying not only on functional qualities but also on a strong emotional identity. This approach supports both the research and the execution phase. The main project assignments are completed with a detailed colour and trim study that is applicated to the exterior and to the interior of the vehicle.

Sketching and 2D visualisation techniques
The didactic area is comprised of an advanced training on different tools and techniques with the purpose to refine the students’ graphic abilities. A correct visualisation of the concept, carried out by hand even before becoming a three-dimensional file, is a daily operation in the designer’s work. This enables the designer to focus on the idea and to quickly explore solutions from different views, before moving on to the CAD phase. The course provides students with the capacity to produce convincing visual supports using digital media in order to achieve a higher photorealistic level of rendering for greater aesthetic impact.

Modelling workshop
Physical modelling is a key phase to verify and refine the first ideas in a three-dimensional way by checking volumes, proportions and connections among the parts and details of a vehicle. The aim of this process is to guarantee that there is no qualitative gap between the original concept and the product. During the work, students are presented a variety of modelling tips through a learn-by-doing process. They thus acquire the practical skills to explore different design solutions during the modelling phase and work independently.

History and culture of automotive design
The goal of the course is to provide student with a wide and deep knowledge of car design evolution, considering the facts and the reasons that moved and influenced the automotive industry. The program analyses the technical, aerodynamic, practical and cultural issues that gave the automobile the actual shape, relating this to different design approaches. An overview of trends in different countries is given to the students. The second part of the course focuses attention on the analysis of the current evolutions - with particular regards to brand DNAs, to the marketing strategies and to the technological innovation - that will deeply transform the mobility of the future and influence the designers’ work.
01
Project in collaboration with LAMBORGHINI AUTOMOBILI
DESIGN BY EMINEL HODZIC (CROATIA)

02
Project in Collaboration with AUDI
DESIGN BY ANDREAS VAN SPEYBROEK (BELGIUM), VILLE WUORINEN (FINLAND)
Project in collaboration with LAMBORGHINI AUTOMOBILI
DESIGN BY MATEUSZ WOWK (POLAND)

Project in collaboration with AUDI
DESIGN BY MAXIMILIAN JULIAN SCHNEIDER (GERMANY), ROMAIN CAILLET (FRANCE)

Project in collaboration with DUCATI
DESIGN BY GIUSEPPE CECCIO (ITALY), STEFAN VULIC (SERBIA)
Project in collaboration with AUDI
DESIGN BY MAX DOMANSKI (POLAND), MIRKO PAVAN (ITALY)

Project in collaboration with AUDI
DESIGN BY MARC REISEN (USA)