SPECIALIZING MASTER IN
DESIGN
FOR KIDS & TOYS

VII EDITION - **JULY 2025**

-15%
special discount
on participation fee

GENERAL OVERVIEW

—

The Specializing Master aims to train, in terms of content and method, a new generation of professionals with a multidisciplinary profile able to manage highly complex product service systems, typical of all the sectors that have the child as a reference user. Its objective is to develop a transversal competence in order to perform with professionalism and autonomy between concrete constraints, such as security and law, and abstract goals such as cultural, cognitive, educational, recreational and ethical.

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 training course is based on a **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. Following this, the programme includes workshop activities, for which physical presence at POLI.design is strongly recommended but not mandatory, and a project work developed during a professional internship.

DIDACTIC PROGRAMME

—

* Strategic design and design thinking
* Human centered design
* Marketing and communication
* Companies, the sector and the markets

20
students

1500
hours

€10.500
cost

- Materials and technologies
- Laws and safety
- Pedagogy, psychology, cognitive ergonomics
- Communication and distribution
- Worshop 1
- Workshop 2
- Stage

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.

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.);
- Startuppers 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.

FACULTY
—

Scientific Director	Barbara Del Curto
Vice Director	Arianna Vignati
Technical Director	Luca Fois

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.

PATRONAGE
—

 ASSOGIOCATTOLI

PARTNERS THAT HAVE COLLABORATED WITH US
—

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

DEADLINES

—

To take part to the selection process, the application form must be completed online within the following deadline: **June 7th, 2025**.

DURATION: July 7th, 2025 - November 30th, 2026

PRICE

—

The total cost of the programme is equal to € **10,500.00**.
The cost of the programme is divided into:

- Registration fee for Politecnico di Milano, € 500.00 for student
- Master participation fee, equal to € 10,000.00 for student

Members of Assogiocattoli who register for the Master's course will be granted a **15% discount** on the participation fee.

CONTACTS

—

POLI.design
Politecnico di Milano / Campus Bovisa
Via Don Giovanni Verità, 25
20158 — Milano

T. 02 2399 7206

e-mail: hello@polidesign.net

FOR MORE INFORMATION