

IMID

INTERACTIVE MEDIA
FOR INTERIOR DESIGN
XIV EDITION

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Università Iuav
di Venezia

Full Programme
26— 27

Università Iuav di Venezia

Master in Interactive Media for Interior Design

XIV Edition 2026–2027 — Extended Programme

Director: arch. Luciano Comacchio

Certification

First-level postgraduate Master's diploma certified by the Italian Ministry of University and Research (MUR).

Objectives

To train interdisciplinary professionals operating in the field of interior design and communication, design and furniture, capable of developing design solutions for the communication, sale and distribution of products. To collaborate with local companies operating in the Interior Design sector, involving all the professional figures of the production chain, with the aim of reducing production costs and increasing the use of new technologies in line with current communication standards.

Professional profiles and career opportunities

- Interior designer, art director and set designer.
- Project Manager capable of suggesting new ideas and solutions, and of coordinating and directing work teams in the management and promotion of design product collections.
- Image consultant for the communication, sale and distribution of products.
- Expert in the design of advertising campaigns and social media management (corporate brand communication).
- Designer of exhibition spaces for corporate promotion at trade fairs and for product sales in showrooms.

Overall structure

The Master, lasting one year (December 2026 – November 2027), is organised as follows:

- 12 teaching sub-modules of 2 consecutive days per week (8 hours per day, on Fridays and Saturdays)
- 1 university credit (CFU) is earned with 8 hours of classroom teaching and 17 hours of individual practice, for a total of 25 hours
- 360 hours of classroom teaching
- 765 hours of individual work
- 300 hours of internship at companies in the sector

- 75 hours for thesis development
- Total: 1,500 hours, 60 CFU

Generative AI integrated throughout the programme

3D modelling, rendering and animation are done by hand, with AI tools implemented within the workflows — text-to-3D and image-to-3D in modelling, render enhancement with generative models, AI upscaling and post-production, generative video for animation. AI emerges from the programme, it does not replace it: the image theory module teaches how to use it with awareness. Production times are drastically reduced while maximising results, with the best technologies on the market.

The bridge between university and the world of work

The IMID Master bridges the gap between university and the professional world because it teaches methods and tools by working on real projects for real companies, creating teams of designers. Unlike university, the programme is extremely practical: with the exception of the display design and image theory modules, all courses are purely operational — we work for real. The Master tells you who you are when you enter and what you are missing in order to work in the world of interior design: we reduce as much as possible the distance between you and what companies are looking for, because we work with companies every day.

Structure of the educational activities

1) MEDIA

This area covers display design, video making, interior photography and image theory.

Objective: to acquire an interdisciplinary view of the forms, media and languages of visual communication, and to learn how to use tools for corporate communication.

1.1) Display design (forme del displaying)

- The design product: the territory and culture of its development
- The design product: its communication
- Visual communication design: analysis of innovative scenarios

1.2) Video making

- Brand experience, storytelling, advertising (examples and case studies)
- Language, screenplay, storyboard
- Light, framing, shooting techniques

- Editing techniques and AI-assisted post-production
- Production tools

1.3) Interior photography

- Exposure, colour temperature and wavelengths
- Natural lighting and flash lighting (studio and location)
- Practical examples of lighting and indoor/outdoor balancing
- Study of framing and composition in interior advertising photography
- Shooting

1.4) Image theory

A module unique in the Italian landscape: students learn to describe what surrounds us and to build an environmental imagery — the theory that makes it possible to use generative AI with awareness.

- The “poverty” of the image, the “richness” of reality
- Simulation and description
- States of attenuated consciousness and rêverie as conditions favourable to imagination
- The matter and form of rêverie: the linear paths of waking and dreaming, the star-shaped paths of rêverie
- The power of images: studium and punctum (Roland Barthes)
- The punctum as a wound or a crack in the fabric of reality
- Imagination as provocation and openness to a question, rather than the search for an answer
- The skin and the flesh of the image
- The space of the image

2) INTERIOR DESIGN

This area covers 3D modelling of interiors, interior styling and interior lighting, interior architecture and CAD systems for the design of showrooms for the exhibition and sale of design products.

Objective: to tackle design concretely by working in a real context, investigating all aspects related to the project concept, the choice of materials, and the design and representation of architectural and scenographic space.

2.1) 3D modelling of interiors

- Introduction to three-dimensional space

- Main modelling commands
- Box modelling
- Polygonal modelling
- Low-poly modelling
- Control and management of model topology
- UVW mapping (standard and unwrapping)
- AI-assisted modelling (text-to-3D and image-to-3D)

2.2) Interior styling

- Image consultancy (what it is, roles and figures)
- Location and set shooting (scouting, budget management, transport, general overview)
- Analysis of case studies (editorials, advertising, catalogues)
- Creation of moodboards and furnishing projects

2.3) Interior lighting

- Light in relation to architecture (what light is, regulations and lighting fixtures)
- Light calculation systems (DIALux)
- Analysis of case studies (different project types analysed from a lighting design perspective)
- Development of the lighting project for a showroom

2.4) Interior design and CAD systems

- Reference companies
- Moodboards and materials
- Interior design
- 2D technical drawing and representation with CAD systems (AutoCAD)

3) INTERACTIVITY

This area covers immersive VR, graphic design, interactive applications, rendering and 3D animation.

Objective: to investigate techniques and tools for the creation of interactive content for selling products online and inside showrooms.

3.1) Immersive VR

- Introduction to the world of immersive VR

- Design of a virtual showroom
- Principles of user interface design
- Asset design
- UX design
- VR as a tool for design validation and simulation
- Tools and solutions for viewing immersive content

3.2) Graphic design

- Examples and case studies
- Layouts and grids, fonts and typography, use of colour
- Elements of vector graphics, image management
- Graphic design and web prototyping
- AI-supported prototyping

3.3) Interactive applications

- Examples and case studies
- HTML and CSS
- JavaScript libraries
- CMS and plugins
- AI-supported coding

3.4) Rendering and 3D animation

- Interior rendering
- Render enhancement with generative AI
- Elements of 2D and 3D animation
- Timeline and keyframe management
- Animation of objects and cameras
- Generative video and video editing techniques

4) INTERNSHIP / PROJECT WORK AND THESIS

Objective: to gain concrete work experience within furniture manufacturers, design product retailers, design studios, foundations and galleries.

4.1) Internship

- Interviews with Italian or international partner companies
- Project briefing with the companies where the internship experience will take place

4.2) Project work

- An experimental design phase on a real case study, in place of the internship
- Designed for working students or for those who, for justified reasons, cannot carry out the internship
- Proposal agreed with the scientific director of the Master, to be carried out with a corporate partner

4.3) Thesis

- Presentation of the work carried out during the internship or project work experience

Professionals and industry experts will be involved in the classroom teaching and workshops, in the following fields:

- Interior design
- Interaction design
- Set design and performing arts
- Product communication
- Interior photography
- Photographic post-production

5) SOFTWARE USED

Blender, SketchUp, AutoCAD, Photoshop or Affinity Photo, Figma, Capture One, DaVinci Resolve, Unreal Engine, generative AI tools.

6) FAQ

6.1) When will the next edition take place?

The XIV Edition of the IMID Master begins on 11 December 2026 (indicative date). The deadline for the application for admission is 2 October 2026 at 12:00 noon.

6.2) Class days and times?

Fridays and Saturdays, 9:00 AM – 6:00 PM.

6.3) Are online classes available?

No. The teaching of the IMID Master is designed around direct experience with companies (lessons held at company premises), with guests (designers, product representatives) and with fellow students in developing the projects. In addition, the Photography and Video Making modules require the use of equipment for shooting and filming (photo shoots and video recordings on location). We chose to hold classes on Fridays and Saturdays to allow those who already work to attend the Master.

6.4) How many students does the course accept?

Up to 20 students, with a minimum of 8 required for the course to be activated.

6.5) What are the criteria for selecting participants?

The committee evaluates the curriculum (academic, teaching, scientific and professional qualifications), the motivational letter and a mandatory online interview, which is also part of the evaluation. The interview lasts about 10–15 minutes and takes place at an appointment scheduled by the committee. A portfolio is not required for the application.

6.6) Are scholarships available?

At present no scholarships are available; possible fee-reduction grants may be activated at the enrolment stage, as in previous editions.

6.7) Is there any data on the employment status of former students?

More than 85% of our former students work in the field of interior design and brand/product communication. Some have been hired by Italian and international companies (style office and technical office in manufacturing companies, design and marketing office in furniture retailers, styling and image departments in communication agencies), some collaborate as professionals with interior design and image studios, and others have founded their own businesses (companies and studios in the interior design and product communication sector).

6.8) Average age of participants?

The age of our students ranges from approximately 24 to 34 years old.

6.9) Which software is used during the course?

- SketchUp, Blender (3D modelling, rendering and animation)
- AutoCAD (2D technical drawing)
- Unreal Engine (immersive VR)
- Adobe Photoshop or Affinity Photo (free equivalent, with a Canva account), Camera Raw, Capture One (photographic post-production)

- DaVinci Resolve (video editing)
- Figma (web design)
- Free frameworks (web development)
- Generative AI tools integrated into the modelling, rendering, animation, post-production, UI design and web development modules

6.10) Is it possible to see a former student's thesis?

All theses are deposited and available for consultation in the luav library. A short curated selection of theses, organised by topic, is available in a private video: request access at info@master-imid.com or through the contact form at master-imid.com — we will be happy to share it with you.

6.11) How much does the Master help in finding a job at the end of the course?

The IMID Master maintains a very high employment placement rate because we place professionals in one of the sectors recognised worldwide: Italian design (made in Italy) in all its forms (furniture and interior design). Our distinctive feature lies in the cross-disciplinary skills of our students, applicable to a very wide range of professional situations (just think of how vast the world of brand and product communication is). We reduce as much as possible the distance between you and what companies are looking for, because we work with companies every day.

6.12) Who are the partners where internships can be carried out?

The IMID Master has a history of 13 editions, more than 300 students trained, and an employment placement rate of around 85%. We have more than 50 partner organisations (constantly growing) among Manufacturing Companies, Design Retailers, Professional Studios and Communication Agencies. Some names are listed below.

Manufacturing partner companies

We.Do Holding spa, Magis spa, Lapitec spa, Fortuny srl, Lapalma srl, Wonderglass srl, Ambiente Ufficio srl, Cumini srl, Eurema srl, Makro srl, Villari srl, Vitrani spa, Safilo Group spa, Valcucine spa, Alf Uno spa, San Giacomo spa, Kristalia srl, Agape srl, LAGO spa, IKEA, Miniforms srl.

Communication sector partner companies

Imagodesign snc, Insiderender srl, Heliosdigital srl, Lunghezza D'Onda srl, Bluemotion srl, Prisma-Tech srl, Interiorplus srl, Neiko srl, Deltatracing srl, Werender srl, BigRock srl, Nudesign srl, Nerokubo srl, Drawlight srl, AsolanaGroup, One&Partners.

Professional studios and other categories

MeLa Media Lab, Siard Studio Design Architettura, Th&Ma Architettura, Arplan, Apparati Effimeri, Centre des Arts, C.A.R.M.A. (Centro d'Arti e Ricerche Multimediali Applicate), Elisa Ossino Studio,

Alessandra Salaris Studio, Cristina Celestino Studio, Bruger Studio, Fondazione Berengo, Boselli, Arredo Dal Pozzo, Salaposa Studio.

6.13) How is the Master's teaching programme structured?

The Master's teaching has been designed together with companies to train professionals in line with market demands, capable of working in the field of interior design and product communication.

Every year, for a selected company (main partner), we develop an interior design project (interior design module) and a communication project (photography, styling and set design, 3D modelling and rendering, and video storytelling modules).

All the disciplines of the Master converge on the main project, teaching students working tools and methods (starting from the basics with all software) and giving them direct field experience by working on a real project for a real company.

During the course, students visit manufacturing companies (to get to know and physically experience the materials used in interior projects) and meet expert guests from the industry in the classroom (we often invite product representatives for guest lectures).

Almost all the teachers are industry professionals working as designers, interior architects, photographers, video makers, 3D artists and graphic designers.

At the end of the 6 months of teaching, the projects (developed in teams) are presented to a jury composed of the owners of the partner company and the Master's teachers, who evaluate the students' work (a genuine experience of engaging with a real professional environment). The students who presented the best projects win the internship at the partner company (the project's main partner).

Once teaching is over, after the project evaluations at the company, students must complete 300 hours of internship at one of the partner organisations.

The one-year Master concludes with the presentation of the final theses and the awarding of the Master's degree.

6.14) How do I apply for the Master?

- Register to obtain your luav login and password → <https://iuav.esse3.cineca.it/AddressBook/ABStartProcessoRegAction.do>
- Once you have your credentials (within a few hours at most), log in (MENU at the top right) → <https://iuav.esse3.cineca.it/Home.do>
- From the MENU at the top right, select “segreteria” → “preiscrizioni” (or → “domanda di ammissione” for former luav students)

- Complete the application for admission, attaching: CV in European format, scan of a valid identity document, motivational letter (a portfolio is not required). Once the application is completed, you will be able to download the payment slip for the €50 admission fee
- Complete the payment following the portal instructions and check that the application is complete by 2 October 2026, 12:00 noon

6.15) I am a former Iuav student and cannot obtain the credentials to apply, what should I do?

Follow these instructions → <https://www.iuav.it/it/servizi/gestione-credenziali>

6.16) Is there an admission interview?

Yes. The interview is mandatory, always takes place online and lasts about 10–15 minutes; the appointment is scheduled by the committee and communicated to candidates. There is no practical exam to take: we want to get to know our candidates and understand whether they have the right requirements for our Master. The interview is part of the evaluation.

6.17) How are candidates evaluated?

A score is assigned based on the curriculum (academic, teaching, scientific and professional qualifications), the motivational letter (content, writing skills, motivation) and the mandatory online interview, at an appointment scheduled by the committee. A portfolio is not required.

6.18) Can I apply if I have not yet completed my bachelor's degree?

Yes. You can take part in the selections and be admitted conditionally: you pay a non-refundable advance of €1,500 by the enrolment deadline and submit your degree application by 5 March 2027 to master@iuav.it. Once you have obtained your degree, you complete the enrolment and pay the balance of the fee.

6.19) What are the requirements to attend the IMID Master?

A first-level (bachelor's) degree, a pre-reform degree or an equivalent foreign qualification, preferably in Architecture, Design or Computer Science; a basic knowledge of graphics is also required. Different backgrounds are nevertheless considered: in the past, students from economics, journalism, cultural heritage conservation, and arts and performance have successfully obtained the first-level Master's diploma in Interactive Media for Interior Design. Your level of technical skills does not matter, because we start from the basics with all the software we will use. What we are looking for is a strong motivation for a career in interior design — we will take care of the rest.

6.20) How is the Master's degree obtained?

The final exam is the thesis discussion before a committee. To be admitted, you need at least 70% attendance of the teaching and internship hours (unless otherwise indicated in the call), regular payment of fees, and completion of the internship or project work within 15 days before the discussion. There is a single examination session, scheduled within the extraordinary session of the academic year; the thesis must be uploaded in PDF/A format to the Sportello Internet at least 10 days before the exam date, together with the completion of the AlmaLaurea questionnaire and the payment of the €32 graduation fee.

6.21) Does the Master also teach generative artificial intelligence?

Yes. Generative AI tools are integrated into the modules of 3D modelling (text-to-3D and image-to-3D), rendering (render enhancement with generative models), animation (generative video) and post-production (upscaling, colour). The approach is artisanal and professional: modelling, rendering and animation are learned by hand, then AI tools enter the workflows as an accelerator. AI emerges from the programme — and the image theory module teaches how to use it with awareness.

7) PROGRAMME SUMMARY

IMID Master at a glance (XIV Edition 26–27)

Application deadline

2 October 2026, 12:00 noon

Enrolment, dates and deadlines

- Application for admission by 2 October 2026, 12:00 noon (€50 fee)
- Publication of the admission ranking from 13 October 2026, 12:00 noon
- Enrolment by 20 October 2026, 12:00 noon, with payment of the first instalment (€4,000 + €16.00 revenue stamp)
- Second instalment (€4,000) following the activation of the course and within three months of the enrolment deadline

Start of the Master

11 December 2026 (indicative date)

Next edition

XIV (fourteenth year)

Programme (2026–2027) at a glance

- Display design

- Video making
- Interior photography
- Image theory
- 3D modelling of interiors
- Interior styling
- Interior lighting
- Interior design and CAD
- Immersive VR
- Graphic design
- Interactive applications
- Rendering and 3D animation

Objectives

Design of exhibition spaces (showrooms) and product communication for companies in the design sector.

Duration

- 360 hours of teaching → December 2026 – June 2027
- 300 hours of internship → July – November 2027
- Final thesis → December 2027

Language

Italian

Venue and attendance

- Palazzo Badoer, Università Iuav di Venezia → San Polo, calle de la Laca 2468, Venice
- Fridays and Saturdays → 9:00 AM – 6:00 PM
- Compulsory attendance → 70% of teaching and internship hours

Admission requirements

- First-level (bachelor's) degree, pre-reform degree or equivalent foreign qualification → preferably in Architecture, Design or Computer Science
- Basic knowledge of graphics

Admission ranking

To pass the admission ranking, the appointed committee will evaluate:

- Curriculum vitae

- Motivational letter
- Mandatory online interview (10–15 minutes, at an appointment scheduled by the committee)

Available places

20 (minimum of 8 for the course to be activated)

Fees

- Application for admission to the selections → €50
- Enrolment in the Master → €8,000 payable in two instalments: €4,000 (+ €16.00 revenue stamp) by 20 October 2026; €4,000 within three months of enrolment, after the activation of the course
- Graduation fee → €32 (equivalent to two €16.00 revenue stamps)

8) CONTACTS

8.1) Orientation call with the Director

Before submitting your application, you can book a free orientation call (30 minutes, online) with the Master's director, arch. Luciano Comacchio: find out whether the programme fits your goals and get practical advice on your CV and motivation letter, the two documents assessed by the admissions committee.

To book, pick your date and time directly from the calendar:

calendly.com/lucianocomacchio/30min

8.2) IMID Master Direction

For any information about the teaching programme (teachers, programme, partners, internships, etc.), you can contact us at the following addresses:

- Web: <https://master-imid.com>
- Email: info@master-imid.com
- WhatsApp: +39 349 8537785

8.3) luav Master Office

For any other administrative information (fees, enrolments, etc.), you can contact the luav Master office directly:

- Area Didattica e Servizi agli Studenti – Servizio Master
- Campo della Lana Santa Croce 601 – 30135 Venice
- Open to the public: Monday to Friday, 9:30 AM – 12:30 PM

- Email: master@iuav.it

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