



Co-funded by the
European Union

XR-Driven Design Thinking & Innovation

Post-Graduate Course

Course showcase



SDR Centro Interdipartimentale Design Research

Università La Sapienza

SDR is the only interdepartmental university centre at both the regional and national level that focuses on **design-driven innovation and design research**.

The centre focuses on **applied research, interactions with the social context (third mission), and lifelong learning**, developed with multidisciplinary contributions and interdisciplinary approaches, and pursuing transdisciplinary outcomes.

With the participation of 66 professors and researchers from 12 departments, it works on four research axes:

- Industry, Making and Made in Italy
- Digital Society and Social Innovation
- Cultural Experience
- Health Innovation

EIT Manufacturing

Improving people's lives through sustainable manufacturing

EIT Manufacturing is the leading innovation ecosystem in Europe dedicated to the manufacturing sector.

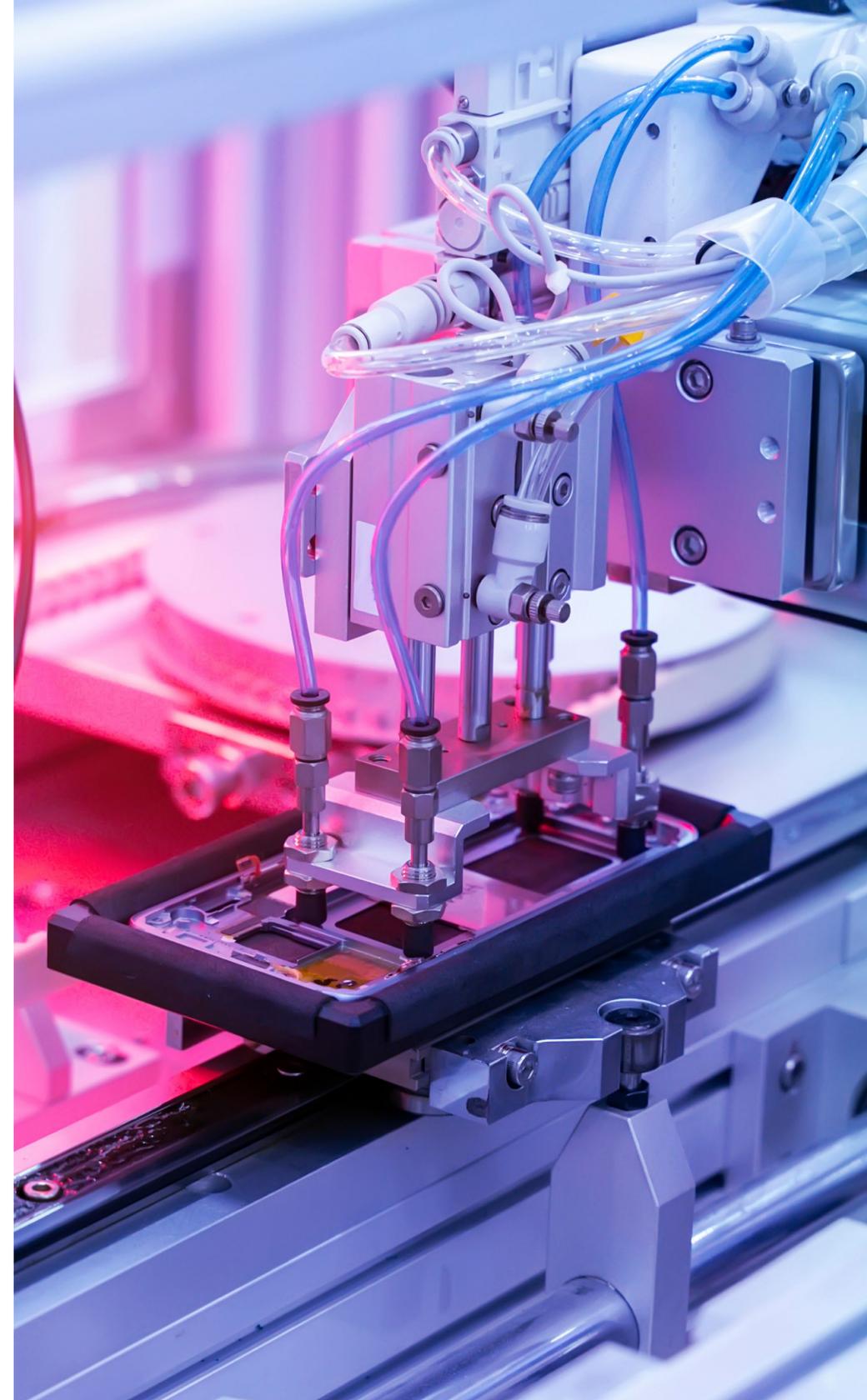
We connect companies, startups, research centres, and universities to foster innovation and accelerate Industry 4.0 and 5.0 across Europe.

Our Purpose

Improving people's lives through sustainable manufacturing.

Our Services

- Open Innovation
- Education and Training
- Business Intelligence
- Market Access for Startups
- Access to Funding



Target participants

Who is this for?

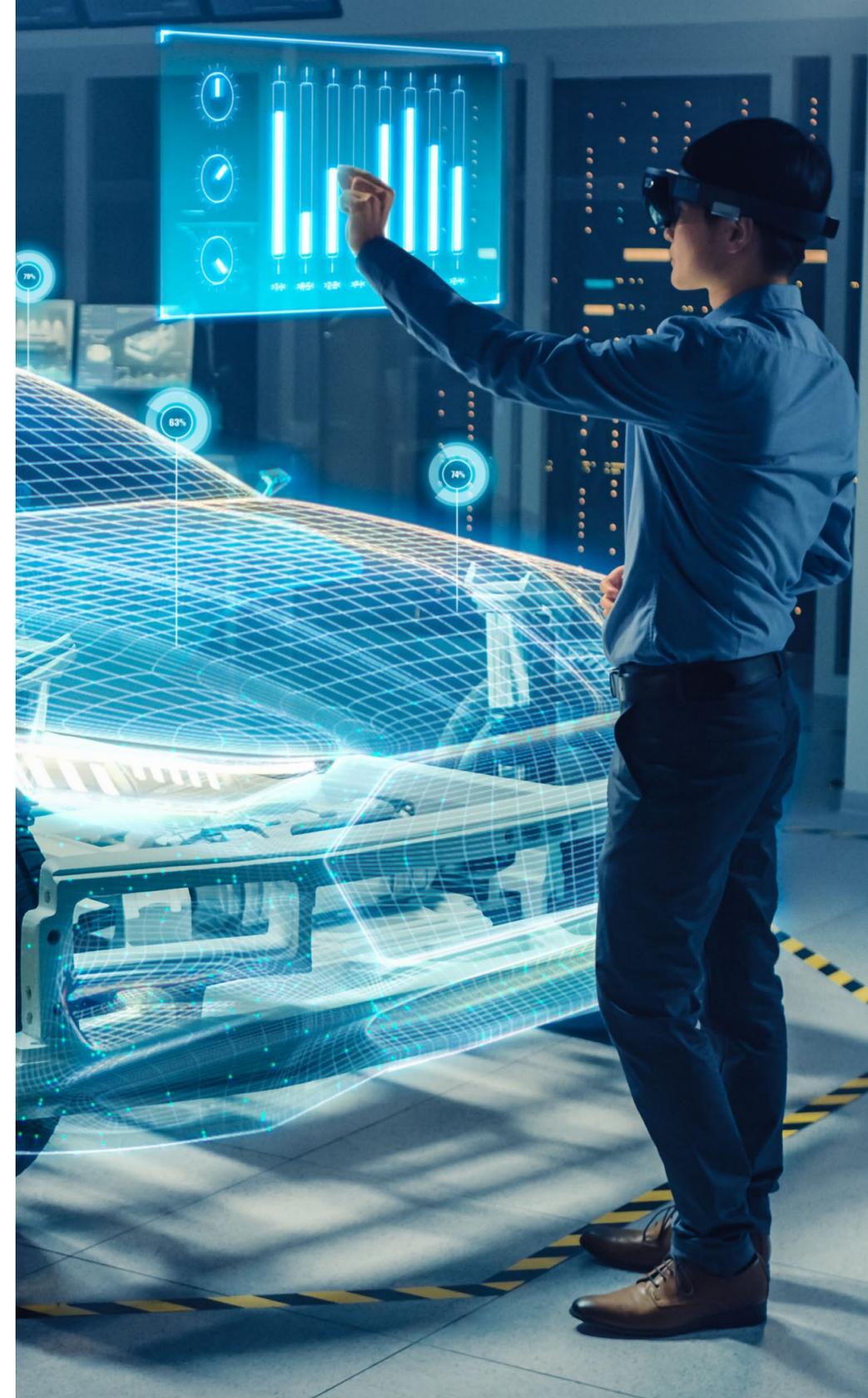
It is intended for **Innovation and R&D Managers, Entrepreneurs, Consultants, Freelancers, and STEM Graduates** seeking to apply XR to innovation and product development.

Innovation & R&D Managers from manufacturing and tech companies — looking to explore XR for business impact.

Entrepreneurs & Startup Founders interested in immersive technologies and Industry 4.0 solutions.

Consultants & Freelancers working in digital transformation, user experience, or product design.

Young Professionals & Recent Graduates in engineering, computer science, and design — eager to specialise in XR and innovation.



XR-Driven Design Thinking and Innovation

Corso di Alta Formazione Universitaria

This program integrates Extended Reality (XR) technologies with design thinking principles.

Delivered in English and awarding **10 ECTS credits**, the course runs weekly on Fridays. It includes **80 hours of live online sessions, plus 3 optional in-person Innovation Studios in Rome** (Friday and Saturday mornings).

Developed in collaboration with **EIT Manufacturing** and the **SDR Sapienza University of Rome**, the program adopts **a multidisciplinary approach**, bridging design, business, marketing, architecture, informatics, computer and mechanical engineering, and psychology.

The course combines theoretical foundations with hands-on practice to enable participants to effectively **leverage XR technologies in innovation-driven contexts.**



Learning journey overview



Unit 1: Digital Entrepreneurship & Innovation Management

Lean startup methods and business model innovation in XR.



Unit 2: Human-Centred Design for XR

Designing immersive experiences with users at the core



Unit 3: XR Technologies & Tools

Hands-on technical skills with leading platforms.



Unit 4: Evaluation & Impact Assessment

Assessing and optimizing XR solutions.



Unit 5: Business Case Studies

Real-world insights from industry leaders and startups

Add-On: Innovation Studio with project mentoring and in-person labs at Sapienza University in Rome



Project work

Developing real-world solutions

Throughout the program, students will develop a comprehensive project that demonstrates their mastery of XR technologies and design thinking principles.

This project serves as both a learning vehicle and a valuable portfolio piece for future endeavours.

Each component is carefully structured to build upon the students' growing expertise while addressing authentic challenges in the XR landscape.

1

Minimum Viable Product (MVP)

A functional prototype to gather real user feedback.

2

XR-Based Prototype

An immersive AR/VR/MR experience demonstrating technical implementation.

3

Strategic Innovation Report

Comprehensive documentation of the design process, user research, and market opportunity analysis.

Project work

Development Methodology



Human-Centered Foundation

Projects begin with user research and empathy-building exercises using design thinking and lean startup methodologies

Iterative Prototyping

Develop and refine solutions using industry-standard tools like Unity, Vuforia, and FrameVR through multiple feedback cycles

Structured Development

Progress through guided exercises and lab sessions designed to build technical competency while advancing your project

Expert Support

“Benefit from expert mentorship and peer-to-peer feedback through structured critique sessions.”

Innovation studio

3 live, practice-oriented workshops on tech applications

Format

- Hands-on experience at XR labs at Sapienza University in Rome
- Organised over 3 weekends: Friday + Saturday Morning

Advanced Technical Focus

- Unity scripting and advanced XR development techniques
- Integration of IoT sensors and AI components into XR experiences
- Industry-specific applications and specialized use cases

Mentoring & Networking

- One-on-one project mentoring with technical experts
- Networking opportunities with industry partners and researchers

Note: The Innovation Studio is optional and does not award extra ECTS credits.



Partners & certification

CENTRO INTERDIPARTIMENTALE
SAPIENZA DESIGN RESEARCH



SAPIENZA
UNIVERSITÀ DI ROMA



Co-funded by the
European Union



Joint Certification

Receive credentials backed by both EIT Manufacturing, a leading European innovation community, and Sapienza University of Rome, one of Europe's oldest and most prestigious universities

Academic Recognition

Earn 10 ECTS credits for the core modules, transferable within the European Higher Education Area and recognized by many global institutions

Innovation Studio

Additional certificate of completion for participants in the optional Rome-based intensive, highlighting specialized technical competencies

Join us on this XR innovation journey

Learn more about the course, tuition, and how to apply.

 Start Date: 18 September 2026

 Location: Online + Rome (optional labs)

Course Fee: € **3.500,00**

Apply Now and Launch Your XR Innovation Journey

Recommended Equipment:

- VR-Ready Computer
- Meta Quest 3 Visors (512GB)



Faculty



Ioannis Chatzigiannakis

Department of Computer, Control and Management Engineering, Sapienza University of Rome



Alessandro Pollini

Sapienza Design Research, Sapienza University of Rome



Alberto Calleo

Department of the Arts, University of Bologna



Luca Casarotto

Dipartimento di Culture del progetto, Università Iuav di Venezia



Francesco Di Nocera

Department of Planning, Design, and Technology of Architecture, Sapienza University of Rome



Melina Galeadi

Global Innovation, Brand Strategy and Storyteller Executive



Vlasis Kasapakis

Department of Cultural Technology and Communication, University of Aegean, Greece



Viktor Malakuczi

Department of Planning, Design, and Technology of Architecture, Sapienza University of Rome



Margherita Peruzzini

Dept. Industrial Engineering, University of Bologna



Diego Pucci

Department of Architecture, University of Bologna



Michele Russo

Department of History, Representation and Restoration of Architecture, Sapienza University of Rome



Andrea Vitaletti

Department of Computer, Control and Management Engineering, Sapienza University of Rome



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Thank You !

EIT Manufacturing South Education Team
edu.south@eitmanufacturing.eu
+39 340 385 1887

eitmanufacturing.eu

