

Master in Research for Design and Innovation

Strategy, Innovation
& Management



MASTER'S DEGREE IN RESEARCH FOR DESIGN AND INNOVATION

START DATE

September
and February

ECTS CREDITS

60

LANGUAGE

English.

Spanish edition of the
programme is also available.

QUALIFICATION

Master's Degree in Research
for Design and Innovation,
degree awarded by Pompeu
Fabra University (UPF) and
ELISAVA School of Design
and Engineering of Barcelona.

SCHEDULE

Tuesday, Wednesday
and Friday, from 5 to 9.15 p.m

The qualification of Master's
Degree in Research for Design
and Innovation is obtained by
studying:

Postgraduate Diploma in Coolhunting, Design and Global Trends

From September to February

Postgraduate Diploma in Innovation and Design Thinking

From February to July

PRESENTATION

The master's programme combines two very powerful disciplines in the innovation process: trend research and agile methodologies, such as service design and design thinking. The programme is focused on offering current tools related to qualitative and ethnographic research, interdisciplinary-related skills and innovation, aimed at transformation processes applicable to society and industry.

We understand innovation as a process of approaching the satisfaction of real and changing user needs, in order to improve their quality of life through products, services, experiences and new tools. Old schemes are thought and rethought, and the creation and design of prototypes based on exhaustive research is promoted.

During the course we develop research projects related to companies and to the government in three main areas: Corporate Innovation, Innovation for SMEs and Social Innovation. We have worked with real projects for Médecins Sans Frontières (MSF), Hewlett Packard, Artemide, Lékué, Telefonica, Cirque du Soleil, Nike, Barcelona City Council and ACCIÓ among others, as well as we have performed internal transformation projects such as The Enric Bricall Library, Elisava Admissions System, MIDI Global Network, Elisava Alumni, etc.

We collaborate with multiple collectives, groups, institutions and universities involved with innovation in Europe and Latin America such as the University of Lisbon, the Rotterdam Business School, Ravensbourne College and the HTW Hochschule für Technik und Wirtschaft Berlin, among others, to strengthen networks and facilitate collaborations.

In each edition we explore, with two field trips to European cities, trends, work schemes and user opinions, achieving a wide spectrum of options with regard to innovation. We constantly carry out workshops and events that allow us to expand participation around issues such as design and innovation in services, trends, innovation, strategy and design thinking.

DIRECTION

Jorge Rodríguez Nieto

Director, BA in Advertising with a specialty in Corporate Communication from the UJTL, BA in Visual Arts with a specialty in New Media and Administration from the Universidad de los Andes, Master in Cultural Management with a specialty in Cultural Industries from the University of Barcelona, candidate for postgraduate studies in Cultural Studies at the University of Lisbon. He has also studied at the Universidad del Rosario, Westminster University, and Birbeck College. He has worked as a delegate producer for HBO Olé - TIME Warner Group, doing research for TV specials. He directed the Artehoj Foundation and the Photography Biennial of Bogotá between 1999 and 2004. He has specialized in research on cultural consumption issues and has been an Advisor and Consultant for the Ministry of Foreign Affairs, the Ministry of Social Protection and the Vice President of the Republic in Colombia, companies and organizations. He has worked as an associate professor at the Faculty of Arts of the National University of Colombia and has collaborated with the European University. He currently directs the Spanish office of DesignThinkers Group and MIDI Master in Research for Design and Innovation of ELISAVA.

Daniel Zentgraf

Executive Academic manager. With an academic background in Industrial Business Administration and Art, he has developed a vast experience in organizing and managing projects and events, as well as the design of curricular programs and business-level training. Extensive experience in the administrative and customer service field, mainly in the education, events and tourism sector. Co-founder and partner of Photocircuits and AlgoBueno Management in Barcelona, where he has coordinated cultural and consumer research projects and participates in projects for clients such as SEAT, Anchor Bay, Entertainment and Starz Media of Sony Pictures. He is currently a partner of DesignThinkers Spain.

MORE INFORMATION

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masters@elisava.net

ADDRESSEES

All creative professionals interested in complementing their professional training with research and innovation tools. Entrepreneurs business people interested in exploring and creating new business and collaboration schemes. Engineers, technologists and technicians interested in developing creation and innovation skills. Professionals from other areas interested in innovating in their industry.

OBJECTIVES

Train researchers with the ability to create and participate in innovation and development processes.

Offer professionals not linked to design tools that complement their training in scientific, technical and humanistic fields, to enhance their professional profile and opportunities.

Offer professionals linked to design a space for interaction with other agents of innovation processes in order to work in multidisciplinary teams.

Address innovation in a broad sense, including its technological, social, creative, productive and business schemes.

Encourage the creation of spaces and events for exchange and collaboration between all the agents linked to innovation processes, service design and strategy scenarios..

Facilitate organizations, companies and governments to explore new services, systems, products, strategies and experiences through real projects linked to innovation.

COMPETENCES

Online and offline research methodologies and tools management, and fieldwork.

Knowledge of trend analysis.

Empathy and creative thinking.

Viability in innovation projects, development of plans and innovation strategies

Consulting in innovation, design of services, design thinking, systems thinking and agile methodologies.

Knowledge of team management, account management and project management.

Public speaking ability.

ADMISSION REQUIREMENTS

University degree, BA diploma or equivalent or professional experience of at least one year.

High English level in reading, writing and speaking. If possible, show your level certificate

Detailed portfolio of labour projects in which you have participated.

Motivation letter.

FIELD TRIP

During the Master there will be two field trips, in which the students will travel and stay in a European city for five days. Travel and accommodation expenses are not included in the tuition.

POSTGRADUATE DIPLOMA IN COOLHUNTING. DESIGN AND GLOBAL TRENDS

START DATE

September

ECTS CREDITS

30

LANGUAGE

English

Spanish edition of the programme is also available.

QUALIFICATION

Postgraduate Diploma in Coolhunting. Design and Global Trends, degree awarded by Pompeu Fabra University (UPF) and ELISAVA School of Design and Engineering of Barcelona.

SCHEDULE

Tuesday, Wednesday and Friday, from 5 to 9.15 p.m

Introduction and context

A welcome to the world of trends, its terminology and the concepts that govern the industry.

Methodology and research tools

This module helps developing research skills to profiles without experience in this field while updating those who have already addressed research projects. It includes ethnography, visual anthropology, sociology, market research, Nethunting and other strategic areas of research.

Urban immersions

Field work carried out in different cities to develop perceptive and research skills.

Business tools

They allow us to understand the relationships between trends and business from the perspective of customers and companies. Facilitate the dialogue researcher-client.

Reading reports and bookclub

Based in reference books and publications in the sector, it allows to connect research skills with collaborative and innovative thinking schemes.

Investigation project

Mentored by professors of the programme and executives of companies linked to MIDI through Elisava Empresas.

POSTGRADUATE DIPLOMA IN INNOVATION AND DESIGN THINKING

START DATE

February

ECTS CREDITS

30

LANGUAGE

English

Spanish edition of the programme is also available.

TITULACIÓN

Postgraduate Diploma in Innovation and Design Thinking, degree awarded by Pompeu Fabra University (UPF) and ELISAVA School of Design and Engineering of Barcelona.

SCHEDULE

Tuesday, Wednesday and Friday, from 5 to 9.15 p.m

Introduction and context

A welcome to the world of Design Thinking, its methods and its essential concepts. Creation of work teams and project brief.

Thematic seminars and forums

With professors, tutors and invited lecturers who give technical and academic support to the developments of the main activity and the workshops.

Innovation workshops

Focused on specific areas of Design Thinking processes, they help developing skills in the design of services, experiences, prototypes, tests and co-creation activities. Governed by invited professors, collectives and active professionals in the innovation industry.

Business tools

They allow understanding the relationships between innovation, production and business from the perspective of the client.

Introduction to Design Thinking

It allows to connect research skills with collaborative and innovative thinking schemes.

Investigation project

Mentored by programme professors and executives from companies linked to MIDI.

THE FOLLOWING PEOPLE HAVE PARTICIPATED
AS LECTURERS AND INVITED PROFESSORS

Rich Radka. FOUNDED PARTNER OF CLARO PARTNERS

Elisabetta Pasini. SENIOR CONSULTANT AT FUTURE CONCEPT LAB

Francesca Broglia. FASHION PRODUCER AT MAGNAPROD

Claudia Nicolai. ACADEMIC COORDINATOR OF D. SCHOOL UNIVERSITY OF POTSDAM

Kirsten Van Damme. SPECIALIST IN OUT OF OFFICE TRENDS

Arne Van Osteroom. DESIGNTHINKERS GROUP FOUNDER

Francesca Broglia, Antoni Arola. STUDI AROLA

Ignasi Bonjoch. DIRECTOR OF BONJOCH ASOCIADOS

Agustín de Uribe, Martín Gómez. PARRAMÓN PUBLISHING HOUSE

Marta Dominguez. AUTHOR OF THE "COOLHUNTING" BOOK

Teresa Helbig. FASHION DESIGNER

Mariana Mendez. DESIGNER OF FASHION PRODUCTS AND ACCESSORIES

Alex Murray. CHICKS ON SPEED

Iker Erazukin. CHEF

Tomoko Sakamoto. ARCHITECTURE EDITOR OF ACTAR

Ariane Van de Ven. GLOBAL TRENDS EXPERT OF TELEFÓNICA

Daniel Weiss. EUROPEAN PROJECTS EXECUTOR, LEONARDO PROGRAMME

Carlos Mesonero-Romanos

Mertxe Hernandez

Edoardo Fano

Xavier Fort

STRATEGY, INNOVATION & MANAGEMENT

PROGRAMMES IN ENGLISH

Research for Design and Innovation.

Coolhunting. Design and Global Trends
Innovation and Design Thinking.

Advanced Design Management, Strategy and Entrepreneurship.

MORE INFORMATION

www.designstrategyandmanagement.com/
www.facebook.com/groups/designstrategyandmanagement/
www.linkedin.com/groups/3848179

Bold category members of Elisava Alumni Association enjoy
a 15% reduction.

The teaching staff is likely to change according to reasons beyond
the course programme. ELISAVA reserves the right to make changes in
programming, as well as the right to suspend the course two weeks before
it starts if not reached the minimum number of participants, without further
obligation of the amounts paid by each participant.

Master's and Postgraduate Degree programmes schedules can be
expanded according to the selected course activities (weekends included).