

# MASTER'S DEGREE IN RESEARCH FOR DESIGN AND INNOVATION

STRATEGY, INNOVATION & MANAGEMENT

ELISAVA



# MASTER'S DEGREE IN RESEARCH FOR DESIGN AND INNOVATION

**Start date: September and February**

**ECTS Credits: 60**

**Language: English**

**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

## COURSE LEADER

### JORGE RODRIGUEZ NIETO

Publicist specialized in Corporate Communication at the UJTL, BA in Plastic Arts specialised in New means and Management at the Universidad de los Andes and Master's Degree in Cultural Management specialised in Cultural Industries at the University of Barcelona. He has also studied at the Universidad del Rosario, the Westminster University and the Birbeck College.

He has worked as a delegate producer for HBO Olé – TIME Warner Group, doing research for television specials. He directed the Fundación Artehoj and La Bienal de Fotografía of Bogotá between 1999 and 2004. He is specialised in Research on cultural consumption topics and has been Advisor and Consultant for the Ministry of Foreign Affairs, the Ministry of Social Protection and the Vice-presidency of the Republic of Colombia, enterprises and organisations. He has worked as an associate professor of the Faculty of Arts of the Universidad Nacional de Colombia and has collaborated with the European University. He currently directs the DesignThinkers Group Spanish office and the MIDI Master's Degree in Research for Design and Innovation of ELISAVA. Wide experience.

## AIMED AT

- All the creative professionals interested in complementing their professional training with research and innovation tools.
- Businesspeople and entrepreneurs interested in exploring and creating new business models and collaboration.
- Engineers, technologists and technicians interested in developing creation and innovation abilities.
- Professionals of other areas interested in innovating in their sector.

## PRESENTATION

How can we know the changing and fluent needs of today's society? How can we improve the quality of life through design and innovation?

The master 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 providing the current tools related to qualitative and ethnographic research, interdisciplinarity and innovation, aimed at transformation processes applicable to society and industry.

We understand innovation as an approaching process to the satisfaction of real and changing user needs, in order to improve their quality of life through products, services, experiences and new tools. Old patterns are re-examined and re-evaluated and prototypes are being boldly created and designed based on a thorough research.

During the course we develop research projects related to companies and government, in three main areas: Corporate Innovation, Innovation for SMEs and Social Innovation. We have worked with real projects for Doctors Without Borders, Hewlett Packard, Artemide, Lékué, Telefónica, Cirque du Soleil, Nike, Barcelona City Council and ACCIÓ among others, as well as internal transformation projects such as La Biblioteca 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 Universidade de Lisboa, Rotterdam Business School, Ravensbourne College, HTW Hochschule für Technik und Wirtschaft Berlin, among others to strengthen networks and facilitate collaborations.

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

## COURSE AIMS

- 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.
- Addressing innovation in a broad sense, including its technological, social, creative, productive and business plans aspects.
- Encourage the creation of spaces and events of exchange and collaboration between all the agents linked to innovation processes, service design and strategy scenarios.
- Facilitate the exploration of new services, systems, products, strategies and experiences for organizations, companies and governments through real projects linked to innovation.

## 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.

## 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.

## POSTGRADUATE DIPLOMA IN COOLHUNTING. DESIGN AND GLOBAL TRENDS

**Start date:** September

**ECTS Credits:** 30

**Language:** Groups in Spanish and English

**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.

### SYLLABUS

#### Module 1. Introduction and context

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

#### Module 2. Research methodology and tools

This module helps people with no experience in this field to develop research skills while updating those who have already addressed research projects. It includes ethnography, visual anthropology, sociology, market research, Nethunting and other strategic research areas.

#### Module 3. Urban immersions

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

#### Module 4. Business tools

They allow students to understand the relationships between trends and business from the perspective of clients and companies. It facilitates the researcher-client dialogue.

#### Module 5. Reading reports and bookclub

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

#### Research Project

Tutored by the programme teaching staff and by the managers of the firms linked to MiDI through Elisava Companies.

## POSTGRADUATE DIPLOMA IN INNOVATION AND DESIGN THINKING

**Start date:** February

**ECTS Credits:** 30

**Language:** Groups in Spanish and English

**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.

### SYLLABUS

#### Module 1. Introduction and context

A welcome to the Design Thinking world, its methods and its essential concepts. Making up work teams and projects brief.

#### Module 2. Thematic seminars and forums

With professors, tutors and guest lecturers who offer technical and academic support to the developments of the central workshop and the workshops.

#### Module 3. Innovation workshops

Focused on specific areas of Design Thinking processes, they help students to develop their skills in the design of services, experiences, prototypes, tests and co-creation activities. These workshops are hosted by guest professors, collectives and active professionals in the innovation sector.

#### Module 4. Business tools

They allow students to understand the relationships between the innovation, production and businesses, from the client's perspective.

#### Module 5. Introduction to design thinking

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

#### Research Project

Tutored by the programme teaching staff and by the managers of the firms linked to MiDI.

## LECTURERS

### DANIEL ZENTGRAF, COORDINATOR OF ACADEMIC ACTIVITIES

With academic training in Industrial Business Management and Arts, he has developed a considerable experience in tasks related to organisation and management of projects and events, just like the design of curricular programmes and training at company level. Wide experience in the administrative field and customer service, 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 consumption research projects and participates in the projects for clients such as SEAT, Anchor Bay, Entertainment and Starz Media of Sony Pictures. Presently, he is a partner of Design Thinkers Spain.

### URI ALTELL

Founder of Strike Agency, manager of the IN-EDIT festival and the Absolut Lab in Madrid, coolhunter and expert in experiential marketing, has developed some projects for Absolut, Beefeater and many other multinational companies.

### JORDI BELIL

Director of Belil Innovation Branding for more than 25 years, has developed some projects for massive consumption markets in all the sectors. Current director of the Master's Degree in Branding of ELISAVA.

### DAVID CARABEN VAN DER MEER

Television producer and scriptwriter for TV3. He can be defined as a man who is passionate about what he likes. Musician and singer of the Mishima band.

### MERY CUESTA

Exhibition curator, art researcher, comic illustrator and drummer, she has carried out many projects about cultures and urbane tribes.

### JOSÉ ANTONIO GAGO

Ineedit. Founding Partner of Ineedit, current ex-director of R+D in Lèkué. Design Manager oriented to the innovation and the definition of new products applying Design Thinking. "My objective consists of helping the companies to identify opportunities and to define products which generate experiences and emotional bonds with the user".

### VÍCTOR GIL

Partner and director of The Cocktail Analysis, author of the Coolhunting book. Sociologist, consultant and analyst in consumption trends, marketing, communication and new technologies. He is a member of Aedemo and APG Spain.

### IRENE LAPUENTE

Founder of La Mandarina of Newton S.L., a company that creates transformation processes in education, culture and organisations. Graduated in Physics. Postgraduated in Science Communication. Communication Director of the Institut Català de Paleontologia (IPC) in 2009.

### DANIELA MARZAVAN

Associate in DesignThinkers Spain, Senior Lecturer of the HTW Fachhochschule für Technik und Wirtschaft in Berlin, she is specialized in the co working topic, developing projects such as Betahaus in Berlin, Barcelona and Lisbon.

### JOSEP MARIA MONGUET

Doctorate in Industrial Engineering. Curator of EPSUG-UPC Design. Coordinator of the industry cluster of the i2Cat Foundation. Researcher focused on the innovation in business models based on the appliance of TIC.

### CARLA MONTANE

Sociologist specialized in qualitative research, Consultant in innovation in co-creation processes and in multidisciplinary teams in sectors such as new technologies, self-propulsion, fashion or widely-used consumer goods.

### MERCEDES QUEVEDO

Blogger and fashion trends analyst, for a couple of years, she has commented on the fashion industry trends in her blog El fashionista Barcelona.

### ORIOL RIBERA PRATS

Telecommunications Engineer by the UPC, he starts in Hitachi in Japan and in 1998, he designs a part of the first pioneering Facebook at a global level in 2000 for Nokia, and he creates his own mobility start-up —Genaker— in 2003. He joins Telefónica R+D in 2007, from where he leads the Barcelona Living Lab of the candidacy of the Mobile World Capital that he presents personally to the of GSMA Board in February of 2011. That same summer the GSMA selects Barcelona as the world headquarters of the "Mobile World Capital". @oriolribera

### JAUME RIPOLL

He has developed his career between journalism and the audiovisual sector. He worked in Manga Films for six years. In 2005 he moves to Cameo, where he manages the online communication and the e-commerce area through the Filmin Project.

### RAMON SANGÜESA

Co Founder and Director of Innovación, Citilab and Laboratorio Ciudadano. Director of the development of appliances of the Fundació i2cat of advanced internet. Barcelona.

### **CHRISTIAN SCHÄRMER**

Designer and audiovisual producer, currently living in Berlin. Founder of the Testphase collective, co founder of the ProxiDesign studio and creative director in Full6Berlin, a synchronised marketing agency.

### **JUANITA ACEVEDO SEGURA**

Specialist in customer service. Corporate Trainer, Personal Coach & international Lecturer. Author of the book "Coaching para la Acción - Herramientas de Marketing Necesarias para Triunfar".

### **JESSICA FERNÁNDEZ**

### **HÉCTOR LINARES**

Production Director, Social TV in Kantar Media, Founder of Data Republic, expert on information data management and financial viability.

### **LLUÏSA FERNÁNDEZ**

### **ULRICH SCHUBERT**

Coaching for entrepreneurs and executives. Soft Skill Trainer specialised in Team Leadership, Project Management, Intercultural Competences and Conflict Management.

### **ÀLEX GARCIA**

He has studied Cinema and Audiovisual Production at the ESCAC Barcelona, graduated in Photography [2001]. During the last years he has been combining his work as a photographer and directing documentaries. Jury of Projects of the MEDIA programme of the European Union.

### **HELMAR RODRÍGUEZ**

Innovation Principal SAP EMEA. Director of appliance and development of the DesignThinking with SAP methodology; generation and expansion of the effective appliance capacity of SAP technology for business processes both evolutionary and disruptive —especially the application of HANA, Business Suite on HANA, Cloud, Mobility and industry solutions. New tools generation to support with SAP technology. Deployment of innovation capacities at EMEA.

### **CRISTOBAL GRACIA**

Connector at OuiSgare, he is responsible for enabling citizens to seize on the global network, public institutions and companies to build a more collaborative society. As a connector in the OuiShare Community, he co designs and eases the collection of business and professional events and in Colaboración Economía in order to foster discussion and the collaboration amongst them.

### **ALBERT CAÑIGUERAL**

Innovation strategist. Founder of ConsumoColaborativo.com and OuiShare Barcelona. Entrepreneur that works to enhance the adoption of the collaboration economy which is about to change the society in the next decades, with socioeconomic major innovations. He is based on the collaborative economy booming, the significant strategic innovation through the construction of bridges that conduce the changes caused by the power of sharing and of the enterprises, the governments and public organisms.

### **SÍLVIA BRENES**

### **BOUKJE VASTBINDER**

Founding Partner of Amladesigner. "I think that sustainable innovation conduces to the sustainable development in a worthwhile way from a social, economic and ecologic perspective. Innovation creates products, services, occupations and opportunities, not only in our occidental wealthy world, but also in the low-income communities. I am sure that, through the business initiative, the creativity, the collaboration, the social initiatives can improve the lives of people at the long run and I would like to contribute to this transition as businesswoman, researcher, teacher and human!".

### **JEROEN SPOELSTRA**

Founding Partner of Amladesigner. Passionate designer and teacher of design and applied creativity at the University of Amsterdam of Applied Sciences. "I find inspiration in my other passions: the mountain, surf, and travelling. I use the sports, travels and being out to find inspiration and give inspiring lectures and workshops".

### **MARIEKE VAN DYCK**

Associate at DesignThinkers Group, M.Sc. in Research Design and B.Sc. in Industrial Design. Co work in the intersection of Design, Internet Research and Innovation. Preferably, using Design Thinking as a creative process for the problem-solving. Aimed at achieving the results adding new methods in the business processes. With experience in the motivation of creative/digital teams and projects. Specialised in the documentation of use cases, concept tests and the facilitation of workshops in multidisciplinary teams.

### **PAUL STERNBERG**

MD and Independent Consultant at Ethical Communications Agency Ltd, Director of MDES at Ravensbourne College London. My experience is based on design of high-impact association programmes through the environmental, the social, the cultural and the creative world.

### **MARCO VAN HOUT**

Coordinator of the Research Programme and Design at MEDIALAB Amsterdam, founder of SusaGroup, Design & Emotion Society. Professional and researcher in design specialised in emotion design driven by the design processes, UX and the hunt for solutions for disruptive and complex problems.

### **TINE BECH**

Artist and researcher (Doctorate PhD) who works with sculpture, interactive design and the game theory. His work has been exhibited at international level in different museums such as the Victoria and Albert Museum, the Sackler Centre (United Kingdom), the Museum of Science (United Kingdom), SIGGRAPH Art Gallery (USA), Aarhus Centre of Contemporary Art (DK), Trøndelag Contemporary Art Centre (Norway) and the Cultural Olympiad (United Kingdom). Her artistic practice and research combine sculpture, interactive design and game theory, taking responsibility on the audience participation and the interaction with the environment.

### **ELISABETTA TRALDI**

Graduated in English Philology by the university of Padova, expert on team building and group management and project manager for events and congresses. She has worked in the congresses sector and has provided training for companies such as Iberitalia, American Express, BCD travel and España incoming incentives.

### **ARIEL GUERSENZVAIG**

He works as an area coordinator and teacher of ELISAVA. He also works as an independent design consultant. He directs institution projects with non-profit purposes. He has a doctorate in design theory by the University of Southampton and a degree in the edition of the Hogeschool Amsterdam. Founder of Strike Agency, manager of the IN-EDIT Festival and the Absolut Lab in Madrid, coolhunter and experiential marketing expert, he has developed projects for Absolut, Beefeater and numerous multinational firms.

## **SPEAKERS AND GUEST LECTURERS**

**RICH RADKA.** Founding 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

**AGUSTIN DE URIBE**

**MARTÍN GÓMEZ.** Parramón publishing house

**MARTA DOMINGUEZ.** Author of the "Coolhunting" book

**IKER ERAZUKIN.** Chef

**EDOARDO FANO**

**XAVIER FORT**

**TERESA HELBIG.** Fashion designer

**MERTXE HERNANDEZ**

**MARIANA MENDEZ.** Designer of fashion products and accessories

**CARLOS MESONERO-ROMANOS**

**ALEX MURRAY.** Chicks on Speed

**TOMOKO SAKAMOTO.** Architecture editor of Actar

**ARIANE VAN DE VEN.** Global Trends Expert of Telefónica

**DANIEL WEISS.** European projects executor, Leonardo programme



# ESTRATEGY, INNOVATION & MANAGEMENT

## MASTER'S DEGREE

**Creative Process** EXECUTIVE STUDIES

**MasterLab in Service Design System** EXECUTIVE STUDIES

**Research for Design and Innovation**

**Advanced Design Management, Strategy  
and Entrepreneurship**

**Retail Space: Retail Design  
Branding**

## POSTGRADUATE DIPLOMA

**Coolhunting. Design and Global Trends  
Innovation and Design Thinking**

**Retail Design. Design and Space: Shopping**

**Retail Design. Design and Concept: Branding**

**Brands, Core of Communications**

**Innovating through Brands**

## MORE INFORMATION

[www.elisava.net/en/studies/master-research-design-and-innovation](http://www.elisava.net/en/studies/master-research-design-and-innovation)

<https://designstrategyandmanagement.com>

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).

La Rambla 30-32  
08002 Barcelona  
T (+34) 933 174 715  
F (+34) 933 178 353  
elisava@elisava.net  
www.elisava.net

Centre affiliated to



Universitat  
Pompeu Fabra  
Barcelona