

MASTERLAB IN SERVICE DESIGN SYSTEMS

ESTRATEGY, INNOVATION & MANAGEMENT

ELISAVA



MASTERLAB IN SERVICE DESIGN SYSTEMS

Start date: October

ECTS Credits: 60

Language: English

Degree: MasterLab in Service Design Systems - Exploring Place and Community Through Design Research, degree awarded by ELISAVA Barcelona School of Design and Engineering.

Schedule: From 10:00 a.m. to 2:00 p.m. and from 3:00 p.m. to 6:00 p.m.

COURSE LEADERS

ARIANNA MAZZEO

Director of the MasterLab in Service Design Systems

Arianna is a Design Researcher and Social Digital Innovation Professor. She both teaches in Harvard Seas as well as at ELISAVA as Director of the MasterLab in Service Design Systems. Involved in European Innovation Projects since 2000, she is the Head of the International Relations of ELISAVA, also coordinates under the frame of the Open Design Program, the first European Open Design School based on the open culture values, collaboration and co-design with community.

With a PhD in Design Ethnography, she is responsible for the International design research group CAMBIO/Changes, that fosters inclusive leadership impact in design education through design research experimental format and introducing a new learning format in design education. From September 2017, she leads with Ezio Manzini the DESIS Lab ELISAVA and DESIS Network. "Design for City-Making. Collaborative Cities", to explore how cities can play a role in generating or regenerating urban commons. She has worked in Cameroon, Mexico, Turkey, Armenia, and South Africa on social digital innovation programs and local government policy agenda, in order to re-design and re-think design education through new open educational resources (OER) and new learning format, outside the classroom, in the city as the open lab of opportunities for all.

She regularly collaborates with other universities such as Carnegie Mellon, Politecnico di Milano, Parsons School of Design, George Brown College Toronto, Royal College of Art and Sapienza University of Rome, as well with Victoria and Albert Museum, European Social and Economic Committee, EU JCR Policy Lab, United Nations, Municipality of Barcelona and Open Design Festival Capetown.

VIVIANA NAROTZKY

Academic Director of the MasterLab in Service Design Systems

Ferrol 1974. Having graduated in Fine Arts from the Faculty of Cuenca (UCLM) in 1998, he arrives in Barcelona and begins to work and train in the field of multimedia design, founding in 2001 one of the first

producers of online animation. In 2003 he joins Lamosca as a graphic designer and later as a studio partner who, among other infographic works, publishes the column "Data" in the weekly section called Cultura/s [La Vanguardia newspaper] receiving the recognition of the Malofiej awards and the Premio Graffica 2012. From 2010 and until 2015, he combines his work as a designer in Lamosca with the teaching activity.

COURSE AIMS

Service Design involves an integrated approach to the design of experiences and systems and requires the integration of multiple design disciplines in a systems-based ecosystem. The MasterLab wants to reflect upon and provides a deep understanding of the processual and organisational context in the conception and execution of innovative services as well as the tools, techniques and experiments required in the principles and practice of service design for community and place, city and public space where we live and grow up.

Its sustainable aspect in particular, to design for social innovation and digital scenarios contribute to engage professionals, practitioners, managers, students, phds, design agency as well as public institution, policy makers, artists and curators, at a strategic as well as an operations level in the design of services, potentially leading interdisciplinary design teams in the design and deployment of innovative services not only as usual in the business, consumer but moreover on the public-private sector with a clear focus on digital creative industries.

Building on the Municipality of Barcelona, the Victoria & Albert Museum's Digital Design Weekend, Open Design Festival Capetown, the Jane Jacobs Walk Foundation —just to list some of our collaborators— the core design-based courses of the MasterLab is a series of specialized workshops based on a global common project. This year's topic is "Design for City-making", project lead by Ezio Manzini and Arianna Mazzeo as ways to regenerate the commons and explore alternatives to the massive gentrification and desertification of the city through creative formats, makers situated practices and design research in the city as open lab of opportunities [Mazzeo, 2011].

SYLLABUS

The learning programme is composed by 4 workshops and online labs to support the process among the year of the MasterLab.

THEORY + onsite workshop
(9 lectures series)

MASTERLAB ONLINE CAMPUS
(materials, tutorials, videos)

ONLINE LAB

ONLINE LAB

SERVICE DESIGN

MATERIAL

DIGITAL

VISUAL

The Workshops Calendar is:

- 1st Intensive Wksp: 8-19 October 2018.
- 2nd Intensive Wksp: 3-7 December 2018
- 3rd Intensive Wksp: 11-18 February 2018
- 4rd Intensive Wksp: 11-22 MARCH 2019.

FINAL PROJECT 20 MAY-16 JUNE 2019

There will be also an optional field trip, in order to apply the Service Design principles and practices, that should be agreed with the MasterLab Director.

Aims

Advance the discipline of service, its methods, tools and techniques through real project inquiries and experiments, enabling attendees to gain mastery of these tools and techniques in the public service and creative industries sectors.

- Give a critical understanding of the importance of the importance of the environmental and societal challenges in context.
- Demonstrate how design through research, empathy and experiments form a valid research set of methodology also for public-private institutions designing for the city.
- Show how design can strategically help the public services through effective service experiences for citizens and for the public sector itself, to improve the design of policy and democracy.
- Examine with a critical view the opportunities introduced by digital and technological services as well as business model

innovation in services, sustainability and also the impact on society, community and the local context where we operate and collaborate.

- Apply design principles and tools and experienced systems to global challenges on sustainability, societal issues, education, culture and governance, in order to foster opportunities for all.

- Engage in a strategic vision, working with interdisciplinary teams in the design and deployment of innovative services for creative industries.
- Envision new inclusive pathways to co-design through creative industries as platform of social and digital innovation.

Credits (60 ECTS)

Service Design Principles & Practices	ECTS
Global Project- Design for City Making	8,0
Service Design Principles	6,0
Service Desing Tools	5,8
Communication Systems for City Design Managers	3,0
Co-creation of Sustainable Services	3,0
Research through Design and Experiments	3,0
Workshops	1,2
Total	30

Design for Social innovation Research	ECTS
Co-design for social innovation	6,0
Digital Social innovation Strategy & Policy	6,0
Online Co-creation	6,8
Design by Performance for Digital scenarios	6,0
Sustainability (Environment, Materials, Places)	4,0
Strategies and Research - Design Ethnography	1,2
Total	30

Design Process and Online Lab

Service Design Systems	ECTS	Design Process	Workshop	Experiment	online lab
	8,0	200		46	148
	6,0	150	2	36	108
	5,8	145	10	30	95
	3,0	75	10	6	59
	3,0	75	8	10	57
	3,0	75		22	53
	1,2	30	30		
Total	30	750	70	150	530

Design for Creative Services	ECTS	Design Process	Workshop	Experiment	online lab
	8,0	200		36	36
	8,0	200	20	14	34
	4,8	120	6	20	26
	4,0	100	20	12	32
	4,0	100	6	16	22
	1,2	30	30		30
Total	30	750	102	98	180

CONTENT

The goal of the MasterLab programme is to provide a cross-cultural understanding and learning by doing on practice based design research eco-systems. Through the lens of the different systems of service we operate designing in the interdisciplinary environment to foster new ways of thinking, situated design practices to open the principles and practices of design for community and place in the cultural and creative industries setting.

The grassroots approach and the diversity of methodologies will help you to design through experiments, research methods, thinking systems, advanced ideation techniques, visualisation and prototyping in physical and digital environments, as well as, to co-create for sustainability by the circular economy principles and in creative formats, designing through performance.

It is delivered through a combination of workshops and real set projects scenarios. You will design in context, linked to public or private institutions, besides hands-on practices with embedded theory.

This year's topic is "Design for City-Making. Collaborative City".

ADMISSION REQUIREMENTS

Service Design Systems MasterLab is designed for creative professionals, managers, students, policy makers, artists or PhDs with the following characteristics:

- Experienced designers (especially in communications, graphic, product, engineering areas), architects or urban planners, seeking to significantly expand their capabilities for services and service systems design and to engage in terms of strategy.
- Policy makers, design agencies, independent researchers from any disciplines, including computing and other technical disciplines, as well as artists, anthropologists, social scientists or educators, seeking to develop their design capabilities and to create added value to services for the community and place.
- Designer entrepreneurs interested in co-design social innovation projects with the DESISLAB Network.
- Senior professionals from industry and the public sector, creative talents, leaders of social digital innovation, who are seeking to enhance their capabilities and apply a design driven innovation for creative and cultural industries for the city.

METHODOLOGY

The MasterLab makes use of many of the best principles and practices from design, art, creativity, technology, social sciences etc. It is based on:

- Structured learning programme: real projects led by practitioners and senior professionals tutors worldwide active.
- Workshops – on real set scenarios (city, community, local area of experimentation).
- Global project – tutor-led open classes.

EVALUATION SYSTEM

You need to cover 80% of workshops activities and present a final project-experiment (different formats admitted).

At the beginning of the course, each student will choose a personal tutor from among the staff, aligned with their platform preference. The personal tutor will be available to discuss any academic concerns that students might have.

LEARNING OUTCOMES AND KNOWLEDGE

- Develop innovative ideas that challenge the understanding of the present time.
- Practice and shape the emerging discipline of service design systems using creativity as a platform of social innovation.
- Demonstrate an advanced understanding of historical and contemporary debate with regard to the design of artefacts, infrastructure and services in a critical perspective.
- Demonstrate an advanced understanding of the principles and methods of service design and apply them effectively to your own practice in context.
- Understand the relation in between service design for social innovation and community.
- Undertake creative research through design and understand the inseparable link between theory and practices.
- Understand design for city making as a political set up of new opportunities for the city fabric.
- Understand cross-culture skills, business model innovation and entrepreneurial spirit through setting goals and managing time and resources effectively among the design process.
- Define and lead your project to create a positive impact in the communities where you live.
- Develop collaborative and creative formats to open up academic culture to co-create new ways of learning by making.
- Understand the societal, ethical, environmental and political challenge beyond design for any service and social innovation research.

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: the Brand

Brands, Core of Communications

Innovating through Brands

MORE INFORMATION

www.elisava.net/en/studies/masterlab-service-design-systems

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).

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