



Master's Degree in Research for Design and Innovation

ELISAVA

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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 Leaders

JORGE RODRIGUEZ 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 Artechoy 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.

Aimed at

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.

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.

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 for 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 TREND

Start date

Septiembre

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.

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

Related studies

Master's Degree in Advanced Design Management, Strategy and Entrepreneurship

PROGRAMMES IN SPANISH

Máster Máster en Branding

Postgrado de la Marca, Núcleo de la Comunicación
Postgrado de Innovación a través de la Marca

MORE INFORMATION

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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)

