Postgraduate Degree in Innovation and Design Thinking

ELISAVA → elisava.net
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?

To innovate and transform our companies, governments, organizations and, above all, the mentality of those who work in them, it is necessary to have a thorough understanding of their context, their dynamics and the methodologies and tools that can help us facilitate their change. This postgraduate course helps its participants to achieve an innovative perspective, through the design of experiences, services, strategies and systems, to generate a positive impact on the transformation of communities and organizations of today and of the future. From the use of agile methodologies, such as lean startup, design thinking, human centered design, service design, systems thinking, we create and prototype real solutions for companies that carry out projects with our program.

Each innovation team has its own client and a challenge that with our project based learning offers opportunities to acquire professional experience in innovation and transformation projects. During their development, the teams of students learn to manage interdisciplinary teams, innovation projects, clients and collaborators for the success of the project, for the satisfaction of the client’s needs and to favor a direct learning through real projects.

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
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).