



Postgraduate Degree in Coolhunting. Design and Global Trends

POSTGRADUATE DEGREE IN COOLHUNTING. DESIGN AND GLOBAL TRENDS

Start date

Septiembre

ECTS Credits

30

Language

Groups in Spanish and English

Qualification

Postgraduate Diploma in Coolhunting. Design and Global Trends, degree awarded by Universitat de Vic – Universitat Central de Catalunya (UVic-UCC).

Schedule

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

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?

We live in a world in constant change with few tools that allow us to map or understand the present and future of social, business and government projects. This postgraduate degree offers tools for identification, analysis, strategy and application of the trends that permanently change the world. Combining disciplines of social sciences (ethnography, anthropologies, sociology, psychology, etc.) with methods and tools of market intelligence, strategic thinking and system and agile methods of innovation (empathy, co-creation, collective intelligence, data analysis) we build a holistic and strategic vision through a 360° view of current society and its dynamics.

We build future scenarios to favor the sustainability of companies and organizations and to allow them to be projected in the world leaving a positive footprint. At the same time, we help each participant in the process of building an innovative and creative mentality capable of transforming society's schemes and building a better future through trends forecasting.

In the development of these projects, the teams of students learn to manage interdisciplinary teams, as well as research projects (trends research) and project future scenarios for companies and organizations that execute real projects with our program. This postgraduate degree operates under the trends lab methodology, designed and implemented by Jorge Rodríguez Nieto, the course director, in combination with other methods and tools of outstanding authors from around the world.

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.

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

MORE INFORMATION

→ elisava.net

→ 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).