

# Postgraduate Degree in Management and Communication of an Applied Design Project

MENTION IN RESEARCH

# POSTGRADUATE DEGREE IN MANAGEMENT AND COMMUNICATION OF AN APPLIED DESIGN PROJECT

## Duration

October to July

## Credits

60 ECTS (UE)

## Language

Monitoring and mentoring in Spanish or English.

## Degree

Postgraduate Degree in Management and Communication of an Applied Design Project, awarded by ISEC Lisboa. Instituto Superior de Educação e Ciências, based in Lisbon (PT).

## Direction

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Director rafael.pozo@iseclisboa.pt

## Price

Two enrolment options are offered:

—Option A. € 2200 - Parallel to the enrolment and completion of any Master's programme in Elisava.

—Option B. € 3300 - For students who have studied a Master in Elisava previously and need to accredit it as a higher education.

## Admission requirements

Having a higher university degree and being enrolled in a Master's programme in Elisava.

## Presentation

Elisava presents, together with the ISEC Lisboa. Instituto Superior de Educação e Ciências, through its International Centre for Studies and Research TGRAF ISEC Lisboa, the Postgraduate Degree in Management and Communication of an Applied Design Project.

This is an accreditation process that will be developed in parallel to a Master's program with a university degree from Elisava for the certification of academic / scientific skills in the management and development of applied research through design (60 ECTS). Therefore, as a complement to all of its Master's programs, Elisava offers the possibility of taking this theoretical / experimental postgraduate with the purpose of helping the students acquire the following skills:

- Ability to manage the information of an applied design project.
- Ability to communicate from a scientific point of view.

## Objectives

Write a descriptive report of an applied design project.

- Define a profile of academic/scientific researcher.
- Communicate results from a scientific perspective.

## Structure of the Postgraduate Degree

The accreditation is developed entirely in Elisava, with the follow-up and support of the tutors of the Centre TGRAF ISEC Lisboa, and in parallel to the Master's studies of Elisava; in English or in Spanish, depending on the language of preference of the student.

The monitoring and evaluation of the accreditation process revolves around the evolution of the experimental design process that the student has developed and consolidated in his/her Final Master's Project of Elisava.

To qualify for the certification of the competences proposed by ISEC Lisboa postgraduate course, the student must write a second descriptive report of their work, presenting the results from a scientific perspective.

The evaluation will be carried out by the Center for Studies and Research TGRAF ISEC Lisboa and will be submitted to the Scientific Technical Committee of the School of Communication, Arts and Creative Industries of ISEC Lisboa, based on the following criteria:

- a) Follow-up in the postgraduate course.
- b) Development and result of the design project.
- c) Descriptive report

## Professional prospects

Professional or academic opportunities:

- Take part in professional research teams in companies with R&D departments.
- Teach as an accredited specialist professor for applied design research.
- Complete the academic curriculum of higher studies to apply for a position in a doctoral programme.

## Schedule of activities

### October

Presentación

### November

Seminar: Introduction to the descriptive report. Applied research in design (days and hours to be specified).

### January and February

1<sup>a</sup> review (online). TGRAFI ISEC Lisboa.

### March, April and May

2<sup>a</sup> review (face-to-face)

3<sup>a</sup> validation (online)

TGRAFI ISEC Lisboa.

### June and July

End of the Master in Elisava.

Delivery of the descriptive report.

### July and August

Evaluation boards.

### September

Publication of results

TGRAFI ISEC Lisboa.

- Pass CERTIFICATE.

- Fail, retake – term no longer than 60 days

## Important notes

The evaluation process starts with the submission of the Final Master's Project's descriptive report at the end of the Elisava's master to the Centre TGRAFI ISEC Lisboa.

- Students who do not submit the Project's descriptive report will not be assessed.
- In order to retake the evaluation, students will have to present their descriptive report at the end of their Master.
- The evaluation board from ISEC Lisboa will only be constituted twice per course in order to assess the students: July (first call "submission") and December (second call "retake").
- Students who fail will have 60 days to redo their work taking into account the corrections and comments of the evaluation board. The submission will be made in Elisava..

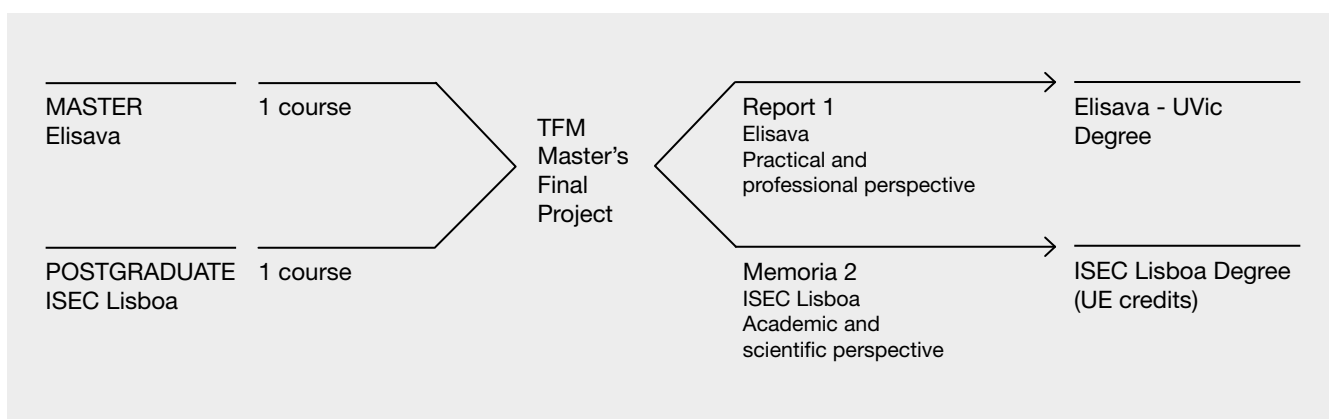
## Structure of the report

Structure that will be requested for the assessment process:

Summary and Keywords

1. Introduction
  2. Subject and justification
  3. Background information and models
  4. Approach: problem analysis and briefing
  5. Methodology and objectives
  6. Design and creative process
  7. Production process
  8. Implementation
  9. Conclusions
  10. Bibliography
- Annex

The presentation and monitoring of the development of the Project's descriptive Report (2) will be carried out by the Research Group TGRAFI ISEC Lisboa. See schedule of activities.



## MORE INFORMATION

→ [elisava.net](http://elisava.net)