



Master's Degree in Research for Design and Innovation

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 Universitat de Vic – Universitat Central de Catalunya (UVic-UCC).

Schedule

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

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 Artehoj 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.

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

At the Master's Degree in Research for Design and Innovation (MIDI) we understand innovation as a design process for the change and transformation of organizations, systems, companies, users and citizens, in order to improve the future of humanity.

MIDI is a strategic and transversal innovation program that, through the design of strategies that combine products, services, experiences and organisational systems, seeks the solution for social or business problems. We rethink old schemes, and we are committed to creating and prototyping new models, based on exhaustive human-centered research.

During the program, we develop projects in three main areas: Corporate Innovation, Innovation for SMEs and Social Innovation in association with DesignThinkers Group Spain, Dismange Collective and La Factoría, always working in teams and real projects for organizations such as Doctors without Borders, Hewlett Packard, Cisco, Accenture, Telefónica, Cirque du Soleil, Nike, Barcelona City Council, Government of Argentina, and Steelcase, as well as local organizations, SMEs and startups.

At MIDI we collaborate with multiple groups, institutions and universities at a global level, within the industry of innovation such as the University of Lisbon, Rotterdam Business School, University of Munich, Thammasat Design Center, Bangkok, among others, to strengthen networks, activities and projects.

In each edition we explore, with two field trips to European cities, trends, visits to companies, projects and user opinions, achieving a wide spectrum of concepts regarding innovation.

Throughout the year we carry out Workshops, Webinars, Hackathons and Labs (Design Thinking Week, Trendslab, Service Design Week, and Behavioural Science) in association with La Innovation Kitchen and other innovation spaces around topics such as design and innovation in services, trends and future studies, speculative and strategic design, innovation, strategy, behavioural design, design thinking, lean, etc..

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.

Syllabus

MODULE 1

Urban Immersion

Focused on field work and direct application in European cities of quantitative, qualitative and data research methods and tools for people-centered design applied to the research project.

MODULE 2

Business Tools

Oriented to the development of soft skills such as customer management, team management, project management and project formulation, public speaking and facilitation, among others.

MODULE 3

Trends & Scenarios research project

Developed by each team for a real client that brings an innovation challenge based on research. It is mentored by program professors and developed during workshops and immersions.

MODULE 4

Qualitative Research Methodologies

Methods and tools from sociology, anthropology, market research, semantics and semiotics as well as culture and society studies.

MODULE 5

Critical Essays

On current articles and books on the topics of context analysis, scenarios, futures and trend projection.

MODULE 6

Methodology for Trend and Futures Studies

Methodology developed by the program that guides students step by step in the development of the research project and trend analysis for the formulation of opportunity scenarios and futures.

MODULE 7

Introduction and context of Design Thinking

An overview of the Design Thinking world, the methods used and the key concepts. Making up work teams and project brief.

MODULE 8

Design Thinking central workshop

This is the collaborative venue where work teams pose, develop and apply the innovation proposals resulting from their research. Debate and experimentation space.

MODULE 9

Thematic seminars and forums

With professors, tutors and guest lecturers who offer technical and academic support to the work done in the central workshop and other workshops.

MODULE 10

Innovation workshops

Focused on specific areas of Design Thinking processes, they help students to develop their skills in designing services, experiences, prototypes, tests and co-creation activities.

These workshops are hosted by guest lecturers, groups and practitioners in the innovation sector.

MODULE 11

Business tools

They help students to understand the networks among innovation, production and business, from the client's point of view.

MODULE 12

Introduction to Design Thinking

Allows students to connect research skills with collaborative and innovative thought philosophies.

MODULE 13

Research project

Tutored by the programme teaching staff and by the managers of the firms associated with MIDI.

Speakers and guest lecturers

JORGE RODRIGUEZ NIETO

DANIEL ZENTGRAF

Managing Partner en DesignThinkers
Group Spain and La Innovation Kitchen,
Barcelona

DANIELA MARZAVAN

Managing Director Marzavan Innovation,
Germany

NELSON PINHEIRO

Director of Cultural Studies programme,
Facultad de Letras Universidad de Lisboa

JOSEP MARIA MONGUET

Professor and Researcher Universidad
Politécnica de Catalunya

KIRSTEN VAN DAMME

Managing Partner Out of Office, Denmark

MASSIMO INGEGNO

Director Thammasat Design Center,
Bangkok

MANUEL GRASSLER

Managing Partner VISIONENBAUEN -
Innovations- und Organisationsberatung,
Austria

CARLA MONTANE

Sociologist and Researcher, Barcelona

VICTOR GIL

Managing Director Nethodology

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).