

## Summer Study Abroad – Design Management



### Module Overview

Design Management course is ideal for students who want to gain a competitive advantage in their chosen future career in branding, strategy, advertising, graphic design, tech-start-ups and creative entrepreneurship.

Studying Design Management often fills in the gaps for creative practitioners that want to expand their knowledge of the creative world around them.

To study design management is to research design processes for outcomes beyond the purely tactile or visual, nor is it traditional office or business management, it's a combination of design thinking, concept development, strategy and innovation.

We will introduce you to a range of skills and tools that have become the industry standard practice in the creative industries.

This course is taught through a series of lecture, seminar and workshop settings. Students will study through researching several sectors, including fashion, retail, and technology.

You will be introduced to critical and cultural theories and design research methods, which can be applied to live projects and collaborations in a learn-by-doing studio format. You will develop the core skills of creative and critical thinking, understanding context, entrepreneurship, communications, and management skills to prepare you for practice in the real world. Practical work and academic study are supported by the development of technical expertise to communicate ideas into a body of work to show potential employers.

This summer school is based on classes from the BA Design Management course in the Branding Design and Innovation programme at London College of Communication. If you need supporting documentation to convert this into credit for your home university, we can provide that for you. Further information below.

**Class hours:** 45 hours

**Non-class hours:** 15 hours

**Course level:** Open

**Entry requirements:** You should have some prior undergraduate study but do not need to have studied design management before

## Aims

- Develop a useful understanding of the subject of design management within a global, historical, social, cultural, managerial, professional and critical landscape
- Develop an understanding of how organisations and brands are organised and function
- Develop your ideas through design thinking tools, observation and research
- Develop research, writing and communication skills appropriate to your interests
- Develop a personal methodology to enable you to communicate creativity better
- Present your creative concepts and outcomes to a high standard

## Learning Outcomes

An ability to research ideas that can be developed into a business model canvas (Enquiry)

Experiment and evaluate methods and results (Process)

A knowledge of design thinking process and methods of project working (Knowledge)

An ability to communicate ideas and concepts through a presentation of a final project (Communication)

## Requirements for Assessment

- Creation of useful notes in a toolkit for future reference.
- Contribution and evidence of collaborative working
- Presentation of ideas and concept development

## Materials Required

- Laptop/Tablet
- Notebook, pen

## Reading/Resources List

Please note this list is indicative.

Brand, W. (2019). Visual Thinking. Empowering people & organizations through visual collaboration. BIS Publishers.

IDEO (2015) The Field Guide to Human-Centered Design. IDEO.org / Design Kit; 1st edition.

Hands, D. (2009) Vision and values in design management. London: AVA Publishing.

## Robert Urquhart

Robert Urquhart has been a lecturer on BA (Hons) Design Management at UAL London College of Communication for over five years which has ranged from 1st-year teaching to assessing and grading final degree work. He has also guest taught on both BA and MA courses throughout UAL and also online. Outside of teaching, Robert is also a contributing-editor at Elephant Magazine, D&AD award winning writer, copywriter and strategic consultant.

Robert studied fine art before moving in to sound design, producing sound effects for animations on Channel 4 Learning. He then went on to curate an art gallery and to host music events in London. From there, he moved into large-scale music festival production, as well as research and development for technology start-ups. In 2005, Robert started writing for design magazines and working in viral advertising as a copywriter. Bringing skills in production and knowledge of design together, in 2010 Robert worked for the London Design Festival heading up the new online vision. Since then Robert has travelled a lot, lectured, written as a freelance journalist and futurist for many of the world's leading design press, worked as a copywriter and, latterly, as a strategic consultant working with product designers and architects.

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