



## MASTER OF ARTS IN DESIGN MANAGEMENT

**Awarded by** : Coventry University, United Kingdom  
**Intakes** : January, April, July, and October  
**Duration** : 1 Year (Full-time)

### Core Modules

#### Design Innovation and Collaboration

Design creativity is the ability to imagine or invent something new, surprising and valuable that addresses the requirements of a wider variety of relevant stakeholders in a global context.

Creativity and innovation is fundamental to successful design. An holistic approach to design, user-centred thinking, technological and manufacturing concerns must be integrated to develop innovative concepts that are internationally competitive, relevant and appealing.

Students elaborate upon design theory and processes, whilst engaging with skills in sketching, drawing and model making to generate visually articulate innovative solutions within the context of design.

Credit Points: 60

#### Design Management Specialism

Design Management is the leadership of creative teams in industry either in specialist design companies or as a function within companies and organisations to deliver effective value producing solutions to clients or management objectives.

To be able to do this understandings learnt in this module are necessary in the following areas:

- Creative methods employed in a variety of design areas
- How creative work personally and through co-design and team working
- How briefs are agreed with clients or managements

Hoe to discuss and negotiate with stakeholders from the other relevant professional areas to achieve optimum solutions against objectives.

Credit Points: 60



## Final Major Project

The subject of the project will be defined in the previous term in consultation between the student and supervisory tutor. This is the final Masters stage of the programme.

The Final Major Project will be required to have sufficient academic content to provide an opportunity for the student to apply many of the design techniques and knowledge acquired during the previous modules of the course. The project must be undertaken in a rigorous, methodical manner which creatively applies a critical knowledge of the subject to produce a novel, viable, desirable design solution.

The module requires students to plan, develop and apply strategies and methods of data gathering, data analysis and data interpretation. Explanation of complex themes underpinning a research informed design brief will provide the starting point for the development of an innovative solution. Students will be required to independently manage the design phases of the project. Students will be required to professionally present their design solutions and defend their proposal during an answer and question session.

The presentation will be accompanied by a comprehensive research report and accompanying poster which will present the progress of the project highlighting problems encountered, solutions considered and justification of the final design.

Credit Points: 60