

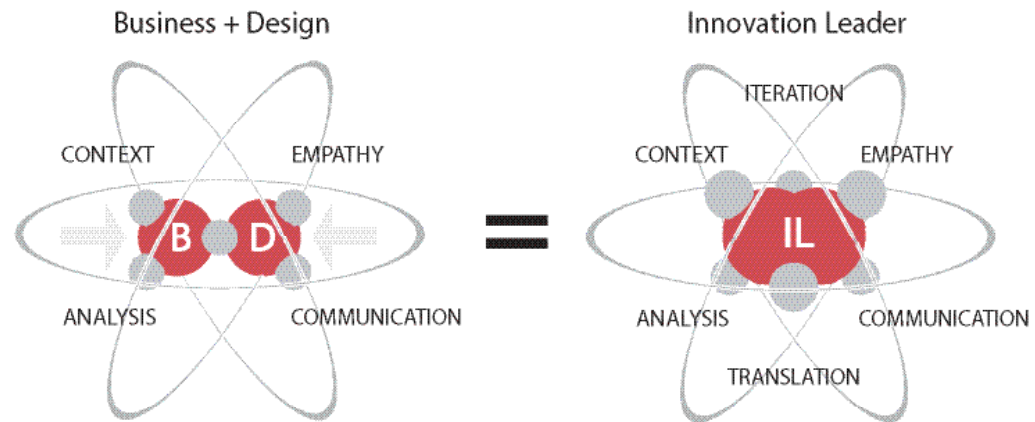


DESIGN INNOVATION

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MDES PROGRAM COURSES

MASTER OF DESIGN (MDES) DESIGN INNOVATION - 60 CREDITS



CURRICULUM

The MDes curriculum applies a human-centric, holistic, and iterative approach to blending design and business thinking. Classes are co-taught by design and business professors in a fully integrated, collaborative teaching model. The program is one of the only hybrid design and business programs offered by an art and design college. The MDes curriculum at MassArt consists of approximately 60% design and 40% business content. The program was established to bring quantitative business metrics to the designer's qualitative problem solving process within the context of an art and design college, as opposed to a business school bringing design thinking into its structure.

FIRST YEAR

FALL		16 TOTAL
601	Experience Design Lab I	3
602	Storytelling + UX	3
603	Design Innovation Lab	3
604	Managerial Accounting for Designers	3
605	Offsite Team Building Retreat	1
	Open Studio Elective	3

SPRING		15 TOTAL
611	Experience Design Lab II	3
612	Integration Lab A	3
613	Business Models and Stakeholders	3
614	Marketing and Brand Development	3
	Open Studio Elective	3

SECOND YEAR

FALL		16 TOTAL
701	Market Insight Lab	3
702	Integration Lab B	3
703	Thesis Project I	3
704	Business Plan "Sustainability"	3
705	Offsite Team Building Retreat	1
	Open Studio Elective	3

SPRING		13 TOTAL
711	Leadership Design Lab	3
712	Integration Lab C	3
713	Thesis Project II	3
714	Organizational Behavior	3
715	Thesis Defense	1

MDES - REQUIRED COURSES

MDES 601 EXPERIENCE DESIGN LAB I

Experience Design Lab I serves as an introduction to Human Centered Design. Students use design thinking and practices as an interstitial element that connects business and design by combining organizational strategies and various design disciplines. They learn the basic contexts, tools, and methodologies of consumer research and learn to look beyond their own experiences and biases to empathize, understand and translate values and needs of the people and stakeholders they seek to serve, connecting the customer with the business. This course facilitates students in making human centered decisions based on qualitative research, learning how to recognize patterns and insights from data and how to begin exploring the implications of their insights within the design process. Through understanding the business and strategic implications of their design decisions, they can lead their teams to recognize social/consumer patterns and explore those implications.

MDES 602 STORYTELLING + UX DESIGN

This course enables students to express complex ideas and information through many narrative development techniques and communication methods, and to develop skills in user experience design. Students develop skill sets around the user experience as well as communication through visual stories. These visual stories take on many different forms including short videos, storyboarding, improvisation and presentations of user experiences. The essential communication skills as well as user experience design principles obtained in this class form the basis of the course and of subsequent design studios.

MDES 603 DESIGN INNOVATION LAB

Design Innovation Lab provides students with case studies and workshops that address design and innovation. Teams of students develop and propose solutions to a variety of economic and social conditions by using design techniques such as user centered research, prototyping, critique, and iteration, all while integrating business metrics. Students apply both business and design principles to a studio-based project around products and services. Student teams focus on observing, understanding, and making, with quick, iterative prototyping and testing of user experiences, products and services. Teams also focus on prototyping value propositions and business models.

MDES 604 FINANCIAL AND MANAGERIAL ACCOUNTING FOR DESIGNERS

In this class students develop the fundamentals of financial literacy and become intelligent users of accounting information who see accounting's relevance to design decision making in business. This course examines financial and managerial accounting and reporting with a focus on basic business practices and case studies. Students become familiar with reading financial, managerial and annual reports to recognize relevant patterns that inform design strategies, and they begin to use financial statements to assess a company's performance.

MDES 605 OFFSITE TEAM BUILDING RETREAT

During the offsite team building retreat, students work in teams on leadership and supporting roles in developing and proposing solutions to a variety of social challenges. These include using a broad range of design techniques to establish a collaborative and cooperative working environment necessary for their work in the upcoming year. In retreat, student teams develop design solutions to a variety of problems and define if, when, and how to innovate, which sets the framework for organizational thinking and teamwork throughout the program.

MDES 611 EXPERIENCE DESIGN LAB II

In Experience Design Lab II, students continue exploring Human Centered Design by focusing on the practical applications of design research within multiple business contexts, and by refining the design of experiences established in Experience Design Lab I. Students work to understand and translate values and needs of the people and stakeholders they seek to serve and connect the customer with the business. They practice designing products, services, events, and customer journeys with a focus on the quality of the user experience, make qualitative decisions, discover relationships between elements derived from observational research, seek to recognize social/consumer patterns, and explore implications within the design process.

MDES 612 INTEGRATION LAB A

Integration Lab A is a team-based innovation studio in which teams of students develop projects and solve design problems representing a diverse variety of issues. Teams develop and propose solutions to a variety of economic and social challenges using design techniques such as user centered research, prototyping, critique, iteration, and business metrics. Project teams are led by pairs of student project managers from MDES 712 Integration Lab C. The student teams define when and how to innovate, which sets the framework for organizational thinking, and present strategies for

innovations around product, service, environment, system, organization or a combination of these. Team solutions are evaluated by how well the team meets user and market needs, as well as the clear business and/or organizational value of their innovations.

MDES-613 BUSINESS MODELS AND STAKEHOLDERS

The purpose of this course is to examine the relationships between business models and their stakeholders, those individuals who are impacted by the design decisions. In depth case studies examine and explore these relationships. Students continue to practice empathy through research processes and techniques. In particular, this class focuses on the practical application of research within multiple business contexts.

MDES 614 BRAND DEVELOPMENT

This course examines issues surrounding design and marketing in brand development through applied problems. Coursework focuses on relationships among marketing, design research, and the telling of compelling stories to connect a brand with people. Students examine branding, graphics, and research techniques through the development of product or service design solutions. Some of the benefits students receive from the successful completion of this course include learning the language and techniques of design and marketing research, and developing experiences with service design to create a memorable experience that resonates with the consumer.

MDES 701 MARKET INSIGHT LAB

The purpose of Market Insight Lab is to continue the exploration and practice of Human Centered Design. Students tie empathy tools and skills together with business realities through the examination of service problems and projects. Students also explore market evaluation techniques and practices.

MDES 702 INTEGRATION LAB B

Integration Lab B builds on the communication skills developed in the Storytelling Studio (MDES 611) and teamwork skills from Integration Lab A (MDES 612). The course has a focus on sustainable practices in product and service design. Students examine the triad of a.) sustainable labor and community, b.) sustainable environmental practices, and c.) sustainable profits. They use a systems approach to problems and develop innovative solutions by examining case studies and designing products and services.

MDES 703 THESIS PROJECT I

Thesis Project I is the first of a two-part thesis sequence that provides a directed and supportive context for students to explore strategic development of product, service, environment, system, organization, or combinations of these. In Thesis Project I, students define when and how to innovate, define their project goals, and develop content through planning, scheduling, and research. Each student leads a committee of 3 to 5 faculty, including the instructor of record, who collaboratively support project development.

MDES 704 BUSINESS PLAN "SUSTAINABILITY"

This course addresses the intersection between business model development and sustainability. The goal of the course is to give students background knowledge and skills for developing innovations in business models that are sustainable, not only for ongoing operations, but for humanity and the global environment. Topics covered in the course are: business model innovation, social entrepreneurship, developing new products and services, sustainable organization, clean energy and leveraging local and global partnerships. The course is built around a semester-long business development project.

MDES 705 OFFSITE TEAM BUILDING RETREAT

In their second offsite team building retreat, students take on a mentoring role with first year students by developing and leading the team building retreat. Students lead the first year group in solving design projects from a range of proposed problems, developing strategies for product, service, environment, system, organization and combinations of these over the course of the retreat.

MDES 711 LEADERSHIP DESIGN LAB

The purpose of the Leadership Design Lab is to continue the exploration and practice of Human Centered Design by focusing on the qualities of decision-making and team management, and their effects on the identification of complex problems and on the execution of effective solutions to human and business realities. Students examine the qualities of creative design leadership through cases studies, and they design the leadership structure of a model organization.

MDES 712 INTEGRATION LAB

Integration Lab C is a team-based innovation studio. Students take on a leadership role in developing and proposing solutions to a variety of economic and social challenges, using a broad range of design techniques as well as business metrics. Students are paired as project leaders working in teams with students in MDES 612 Integration Lab A. Students solve design projects for a variety of problems and develop strategies for production, service, environment, system, organization or a combination of these. Teams define if, when, and how to innovate, setting the framework for organizational thinking. Team solutions are evaluated by how well the team meets user and market needs, as well as the clear business and/or organizational value of their innovations.

MDES 713 THESIS PROJECT II

Building on conclusions from Thesis Project I, Thesis Project II supports students in developing and demonstrating when and how to innovate and to what benefit. Students must effectively document and design product/service solutions. Students present their final solutions formally in public exhibitions and in written documentation, including a thesis that articulates how the theories and methods employed in the project impact the current and future state of design in society. Theses are archived in the graduate design collection and MassArt Morton Godine Library.

MDES 714 ORGANIZATIONAL BEHAVIOR

This course addresses management of the organizational ecosystem from a tactical and strategic perspective, examining human behavior in organizations. The goal is to expose students to the challenges and opportunities within a corporate environment from both the new venture and large scale company perspective. Topics include organizational design, company culture, human resources, negotiation, hiring and firing, and operational budgeting. Additional topics may examine organizational development and change management. The course is case driven and includes an emphasis on in-class exercises.

MDES 715 THESIS DEFENSE

In Thesis Defense, students make a presentation of their Thesis Project. The project and its documentation are evaluated by a panel of reviewers comprised of MassArt faculty and guest critics, moderated by the coordinator of the program.

ELECTIVES

MassArt MDes students take 3 electives.

Studio electives are an opportune time for MDES Design Innovation students to explore the contemplative work of modern studio practice, of making and doing. Students are encouraged to take courses that are offered by all departments of the College, to experience the College's varied creative practices and processes, in courses comprise of graduate and undergraduate students. With approval of the MDes Program Coordinator, students may enroll in an academic elective course.

In addition to regularly scheduled courses, students may pursue independent study with faculty or approved designers and professionals, and they may undertake an internship to be applied toward their program. Cross-registration is available at Massachusetts Institute of Technology and University of Massachusetts, Boston.

MDes electives

MDES 600 INDEPENDENT STUDY

MDES 698 INTERNSHIP - DESIGN INNOVATION

EDID 503 INTEGRATED PRODUCT DESIGN

Studio and non-studio electives offered recently across graduate programs

AETE 627 COLLEGE TEACHING IN ART AND DESIGN

GRAD 603 INSTALLATION THEORY & PRACTICE

2DPM 506 GRADUATE PRINT PORTFOLIO

DSGN 631 ELEMENTS OF MEDIA

MPPH 512 GRAD TECH SEMINAR