

New Design Economies

MUO-E3011 Design Strategy and Leadership - 10 credits

9 April - 18 May 2018

Course Leader: Professor Guy Julier

Aims

You will:

- understand the roles of design in key economic processes;
- develop personal, critical positions in relation to the roles of design in identified economic processes;
- explore and articulate strategic responses or design proposals that address problematics within identified economic processes.

Objectives

You will:

- participate in lectures, reading groups and workshops that explore design leadership, strategy and economies;
- undertake exercises that gather data, explore practices and analyse their significance in a range of macro- and micro-economic contexts;
- carry out research through primary and secondary sources to critically explore specific economic practices and current and potential roles of design therein;
- develop a strategy and/or design intervention in relation to identified economic practices while exploring their potentials and limitations in terms of scale, longevity and resilience;
- articulate a coherent and reasoned exposition of the above, in accessible and self-critical formats;
- engage in peer-supportive learning and evaluation

The course consists of 270 working hours:

- lectures and seminars, 30 hours;
- workshops and presentations, 50 hours;
- assignment, 16 hours;
- material/video production and final report, 174 hours.