



Design Thinking MDes

www.cranfield.ac.uk/designthinking



Innovative companies today (large or small) strive for excellence to create the next breakthrough innovation - whether that be to advance technology, stay competitive in the market place, or to provide positive change for a more sustainable future. To achieve this, companies need to maintain their competitive edge, employing talented professionals with creative ideas and vision, coupled with the skills to pioneer with confidence. We believe that Design Thinking is a powerful process that when mastered will empower our professional learners to unlock their creative potential to generate novel ideas and to translate these ideas into tangible and impactful outputs for innovation.

This course has been carefully designed to advance your knowledge of Design Thinking and you will benefit from working alongside leading academics with confidence to generate convincing ideas in Cranfield's world-class facilities. Cranfield's strong industrial links provides you with the opportunity to apply Design Thinking in practice with a company, to improve your opportunity of job success, enhancing your professional skills and innovation design portfolio, and provide you with the 'know how' to develop your long-term career as a creative professional working towards a more sustainable future.

Who is it for?

The course is designed for (but not exclusive to) creative professionals with an aspiration to use Design Thinking to advance their career. It aims to develop creative design literate engineers, scientists and management postgraduates providing tools and techniques to visualise complex data flows and strategic communication processes. It is suitable for graduates from a variety of disciplines.

Your career

Successful students have turned their dreams into a reality developing diverse and rewarding careers in product, manufacturing and service industries in the private sector, public sector organisations such as environmental protection agencies, non-governmental organisations (NGOs), and design, environmental and business consultancies.

Overview

Start date

Full-time: October, part-time: October

Duration

Full-time: one year, part-time: two-three years

Qualification

MDes, PgDip, PgCert

Study type

Full-time / Part-time

Structure

Taught modules 40%, Group projects 20%, Individual project 40%

Campus

Cranfield campus

Entry requirements

A first or second class UK Honours degree or the international equivalent of these UK qualifications. Other relevant qualifications, together with significant experience, may be considered.

Fees

Please see www.cranfield.ac.uk/fees for detailed information about fee status, full-time and part-time fees as well as deposit requirements and bursary and scholarship information.

Course details

The MDes course comprises five assessed modules in which you will use design thinking to accelerate innovation.

You will engage in creative leadership, strategic design management, design thinking and innovation strategy, technology and prototyping and circular innovation.

Modules are delivered in facilities in Cranfield, supported by seminars, workshops and lectures in creative and design agencies, providing a closer link to professional practice.

You will also undertake a group project in which they apply their skills to real business challenges, and complete an individual thesis project.

Modules

Keeping our courses up-to-date and current requires constant innovation and change. The modules we offer reflect the needs of business and industry and the research interests of our staff. As a result, they may change or be withdrawn due to research developments, legislation changes or for a variety of other reasons. Changes may also be designed to improve the student learning experience or to respond to feedback from students, external examiners, accreditation bodies and industrial advisory panels.

To give you a taster, we have listed below the compulsory and elective (where applicable) modules which are currently affiliated with this course. All modules are indicative only, and may be subject to change for your year of entry

Compulsory modules

All the modules in the following list need to be taken as part of this course.

User Centred Design

Design, Technology and Prototyping

Whole System Design

Creative Enterprise and Entrepreneurship

Project Management Introduction

"When it comes to the Centre for Competitive Creative Design, I believe that it's a truly unique place. It's what we could call an innovation hub, it has strong links with industry and we can say that it sometimes acts as a business innovation consultant or a design consultant for those commercial partners."

Krystallia Klonara

Alumni, Design Thinking MDes

Accreditation

The MDes of this course is accredited by the Chartered Society of Designers.



Class profile 2021/22

Gender:

Male 30% - Female 70%

Age Range:

20 - 59 years

Nationality:

UK: 40% - Rest of world: 60%

Class Size:

10

For more information contact our Admissions Team:
T: +44 (0)1234 758082

Visit campus for yourself and meet current students and our academics at our next Open Day:
www.cranfield.ac.uk/openday

November 2022

Every effort is made to ensure that the information provided here is correct at the time it is published. Please check our website for the latest information.

