student HANDBOOK

MSc //
International Management
& Design Innovation

Introduction

Welcome to the Glasgow School of Art. You will be part of a cohort of Postgraduate design students studying Design Innovation. Design Innovation addresses complex challenges through new design practices and bespoke community engagement. This complexity means that we need to engage with a broad community of people to find the innovative solutions that will allow them to flourish. We form creative collectives involving people from a diverse knowledge base: experts and businesses as well as members of the public. Only by bringing these different groups together can we start to create scenarios of how the future might look.

And while Design Innovation means innovation through design, it also means innovation of design. The discipline is evolving; we constantly reinvent our methods through our research, ensuring that our work remains relevant and appropriate.

All MSc International Management and Design Innovation students study subjects related to international management at The University of Glasgow, and study Design Innovation at The Glasgow School of Art (GSA).

Programme Structure

During Term 1, as well as attending the majority of your classes at The University of Glasgow, you will complete a studio project GSA. In Term 1, you will be introduced to the principles of Design Innovation as well as processes, methods and skills, through the exploration of a live project. The Studio 1 project has an emphasis on technology, and is an introduction to multi-disciplinary collaborative projects. It is a group project and is assessed by a group presentation (60%) and an individual Personal Process Journal submission (40%).

In Term 2, you will complete another Studio project, working in groups. Studio 2 is assessed by a group presentation (40%) and an individual Personal Project Journal submission (60%). During this Term, you will also study Service Design.

In Term 3, you will choose to study the full term and complete your Major Research Project either at GSA or at The University of Glasgow.

If you choose to study Term 3 at GSA, you will work on a self-initiated and self-directed research project, which centres around innovative practices. This stage requires that you build upon Stage 1 and 2 to frame, plan and execute a research project on an area identified and defined by you, agreed with your allocated supervisor. Using primary and secondary research you will either develop a dissertation, or a design research project accompanied by a report, informed by your specialism and the research undertaken. Final outcomes are expected to demonstrate considered critique, reflection and synthesis of research findings and development of responses.

We envisage such projects being carried out in association with a client or set of stakeholders, as a "live" piece of work that allows the practical evidencing of the theoretical and skills work acquired during Stage 1 and 2.

Programme Staff

Dr. Gordon Hush
Programme Director

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Gordon Hush studied Sociology at the University of Glasgow. He has worked for the Glasgow School of Art in a variety of roles and capacities, since 1997. Currently, he is Deputy Director of The Institute of Design Innovation, Programme Director of GSA's undergraduate programme in Product Design and charged with overseeing the academic development of the suite of Design Innovation programmes hosted at GSA also in the capacity of Programme Director. In addition, Gordon supervises Doctoral Research in the areas of design and cuture.

His research interests include the relationship between social theory and design, particularly the interaction and 'consumption' of designed products in contemporary capitalist society, especially as these inform design practice.

Current design projects include an new international collaboration between GSA, Chiba University (Tokyo), Parsons' The New School for Design (New York) and Fujitsu Corporation exploring the future applications of technology; the development of web-based broadcast technology by local communities with M.I.T. (Boston); paricipating in a multi-institutional ESPRC-funded study 'Aging Population Attitudes to Sensor Controlled Home Energy'.

Programme Staff

Dr. Emma Murphy
Programme Leader

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Dr Emma Murphy is a Senior Lecturer and Programme Leader across GSA's Design Innovation Programme Suite.
Her research interests are based around the convergence of design, management and policy, including design research methods and methodology, business models, design procurement and commissioning, and managing creativity and innovation.

Prior to joining GSA, Emma was a Lecturer and Researcher at ImaginationLancaster, a creative design research lab within Lancaster University, and also Head of Marketing and Business Development at international design consultancy, Graven.

Her research projects include "Taking the Artwork Home", a £125,000 AHRC-funded project looking at engagement with the arts through digital technologies, "Design Values", a £230,000 AHRC-funded project exploring the role of design in innovation, and a £1.2 million AHRC-funded project entitled "Leapfrog: transforming public sector consultation by design".

Emma supervises PhD students in the areas of design management and design education.

Read more about Emma's work at:
radar.gsa.ac.uk/view/creators/815.html
Twitter: @emmaleemurphy
LinkedIn: Dr Emma Murphy

Dr. Iain Reid
Studio Leader

✉@ i.reid@gsa.ac.uk

Iain's lecturing post in GSA's Design School primarily involves the studio delivery of the MSc programme in Design Innovation. A graduate of the Product Design programme at GSA, his career to date has seen him work across a spread of design activity, ranging from brand direction, communication strategy and visualisation to product, service and experience design.

Consultancy projects have involved both private and public sector clients including Barnardos, Capita, Schuh, Scott & Fyfe, Cairngorm Mountain, Royal London and Nesta as well as several locally established and start-up businesses. Iain has also presented design-led projects and related research on the wider socio-cultural impact of design, at international conferences and events, earning his PhD in 2010.

Academic work has seen Iain lead several successful student projects, notably with M.I.T. on proposing uses for local broadcasting technologies in the rural communities of Scotland, the Beyond The Finish Line project with Firstport in developing the business ideas of young social entreprenuers and the Design For Island Life project which saw students propose preferable futures for communities in the Hebridean Islands of Scotland.

Twitter: @iainreiddesign

Studio & Assessment

Studio culture is integral to the Design Innovation educational model, and we believe that it is an important and vital part of the learning experience within the department. In a shared studio environment you will encounter a wider range of ideas, and new ways of developing ideas. A studio culture encourages informal reviews and critique amongst peer groups; ideas can be shared, feedback gathered and problems solved much quicker than working in isolation. Being in studio during studio hours also enhances your opportunity for student-tutor contact.

On the days you are studying at GSA, we expect you to be in the studio at all times. Notionally a full studio day extends from 9:30 am to 5:30 pm and we would expect students to be in studio at the GSA-scheduled days during the academic term. Of course there will be exceptions to this, such as when you have other academic commitments, undertaking 'field' research or on other project-based activities. While the department recognises that many students will want, and indeed need, to work part-time to subsidise their living expenses, you should endeavour to schedule part-time work outside of studio times. If students find themselves unable to be in attendance for any reason it is their responsibility to inform their current project tutor.

The Personal Process Journal (PPJ):
The Project Process Journal (PPJ) has been introduced as a reflective tool for you to record and communicate your process journey during a project. Completed for each project, the PPJ should reflect your personal design approach and illustrate the way you work through a project. This format should encourage a more reflective approach to how you document and present your work. Your Project Process Journal is an important component of your portfolio of evidence of having attained the intended learning outcomes and will inform the review of your work and its assessment at the end of the year.

The Project Process Journal submission is a document that illustrates your personal journey and progression through a project. It is not a diary chronologically listing events (e.g. I did this, then I did that, without any insights into why), rather it is an illustrated report that summarises the key issues, research, concepts and development decisions made during the project. It should be reflective and provide an analytical critique of your design process; illustrating

Studio & Assessment

what was tried, what may have gone right or wrong and how this affected your design decisions. Importantly, the layout, design and format of the PPJ is a design decision that you will have to make: the communication of your process is to be determined by you.

The word count for each PPJ is will be specified in your studio brief. Word counts exclude references and bibliographies. Each submission should include a hard copy and a digital copy. Each PPJ is assessed by the staff team. This results in an individual grade and feedback which you will receive after the grade has gone through the exam board. You will be able to request a tutorial if there are points which are not clear and this should be specified in an email to your studio leader.

Each group project presentation will be assessed by the staff team. Following each presentation, each group will receive written feedback from staff comments.

If you hand in your work late, without a good reason for doing so, your mark will be reduced in line with the GSA's penalties scheme for late submission of coursework. This is a 2 grade point penalty for each day beyond the deadline. See GSA's Code of Assessment: http://www.gsa.ac.uk/media/1294807/GSA-Code-of-Assessment-2016 -17.pdf

Stage 3 Supervision:
You will be assigned a supervisor prior the beginning of stage 3. This will be based on your written proposal, brief presentation and the development of you proposal during the two brief tutorials.
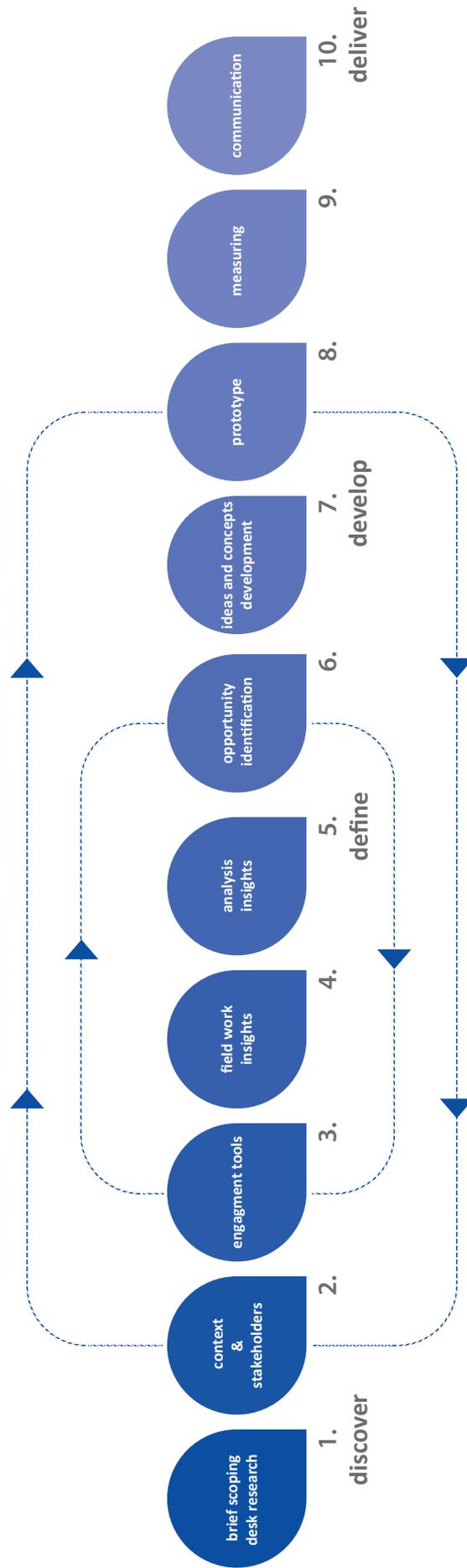
Referencing Sources in your work:
The proper citation of a source is a tribute to the hard work, diligence, intelligence and integrity of someone dedicated enough to make a contribution to knowledge. During the duration of you course, you are required to use Harvard referencing.

http://en.wikipedia.org/wiki/Parenthetical_referencing

Design Innovation Process

discover

1. brief scoping desk research
2. context & stakeholders

define

3. engagment tools
4. field work insights
5. analysis insights
6. opportunity identification

develop

7. ideas and concepts development
8. prototype

deliver

9. measuring
10. communication

Design Innovation Terminology

Insight
The exposure of a potentially valuable unmet need based on observation / primary sourcing and revealing the underlying 'truth' of an issue within a given context.

Opportunity
The circumstances that make action worthwhile and way of levering an element of insight for potential impact and / or value.

Concept/Idea
The proposal of a course or courses of action in response to the opportunity presented.

Recommended Resources

Reading:
Design Things | Thomas Binder et al
Design for the Real World | Victor Papanek
The Design of Everyday Things | Don Norman
The Laws of Simplicity | John Maeda
Designing Design | Kenya Hara
Universal Principles of Design | William Lidwell, Kritina Holden & Jill Butler
Cradle to Cradle | William McDonough & Michael Braungart
Designing Interactions | Bill Moggridge
Lateral Thinking: Creativity Step by Step | Edward de Bono
The Art of Innovation | Tom Kelly
Process: 50 Product Designs from Concept to Manufacture | Jennifer Hudson
Cox Review of Creativity in Business | Sir George Cox
Staying Ahead | DCMS/Work Foundation
Transformation Design | Colin Burns, Hillary Cottam, Chris Vanstone & Jennie Winhall
Massive Change | Bruce Mau
We Think | Charles Leadbeater
Design is a Job | Mike Monteiro
Information is Beautiful | David McCandless
Change by Design | Tim Brown
By Design | Ralph Caplan
We, Robots | Curtis White
How to Wow | Adrian Swinscoe

Browsing:
Index: Design to Improve Life
Method 10x10
Design Council
Fast Company Design
Potlatch
Financial Times
Core 77
Dexinger
Deezeen
Method Design Lab
Open IDEO
Engine Design Methods
Visual.ly

Watching:
Helvetica (2007)
Objectified (2009)
Urbanised (2011)
Design & Thinking (2012)
I.O.U.S.A. (2008)
The Architect & The Painter (2011)
The Pruitt-Igoe Myth (2011)
Indie Game (2012)

Intended Learning Outcomes

After full participation in and successful completion of the programme, students should be able to:

● Utilise the theory and language of design innovation within critique, debate and communication of design project work and its discussion.

● Apply the concepts and aesthetic criteria of design methodologies and theories of innovation to a discussion of contemporary design practice and its application within specialist fields.

● Demonstrate an understanding of contemporary research methods, methodologies and practice through their application to project work within the field of design innovation.

● Extend the disciplinary debates and practices of design innovation through their application to project work, both individual and group, in the areas of service design, technological innovation, social engagement or industrial practice.

● Deliver a design project that demonstrates an exploration of individual or group research, user- led co-creation and professional standards of resolution and communication.

● Communicate a personal design process within the context of contemporary professional practice through the delivery of a research/design project or thesis and its exploration of an area of design innovation (such as Service Design/ Environmental Design/ Citizenship).

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THE GLASGOW
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