**Credits:**
30

**Language:**
English

**Duration:**
from April 27th to July 23rd 2020
The enrolment will be active from April 1st 2020, until the official submission of the student’s records, which will be executed on December 31st 2020.

**Timetable:**
Monday to Friday, from 18:30 to 22:40

The educational planning of all IED Master courses is based on the criteria set by the European Higher Education Area (EHEA). IED Master employs a system of credits that follows the structure of the European Credit Transfer and Accumulation System (ECTS). IED issues its own exclusively private Master’s degrees. Courses in English require an intermediate level, corresponding to TOEFL or IELTS 6.5. Please bear in mind that: Some sessions may take place outside these hours in the case of making up for missed classes or extra activities.
Introduction

Global trends such as technological changes, population growth, demographic change, resource scarcity and climate change pose significant challenges for companies worldwide. A strategy based on innovation is a way, if not the only one, to achieve sustainable economic growth in the long term. Design is one of the key business tools that can promote, foster and facilitate innovation.

Design can help transform organizations, from influencing their business model to identifying new opportunities. Design & innovation methodologies can be applied from conception to development of new products and services, to its communication and/or customers’ relationships.

Design as a tool for innovation, integrated into the overall business strategy can become a key asset in the development of sustainable business models over time. This requires having professionals trained in specific skills, able to manage the design / innovation process, understood as a strategic business tool.

The Postgraduate focuses on the design and innovation methodologies for the identification of new business opportunities to create tangible value solutions.

In collaboration with renowned companies, the course is oriented to apply the tools and knowledge in real environments and real challenges.
#3 General course objectives

The course aims to provide the knowledge for the understanding and use of design as a strategic tool to articulate and promote innovation. It seeks to train professionals to lead the management of complex processes of design and undertake new challenges, in order to exploit opportunities applying knowledge and methodologies to foster innovation:

- Equip the participants with the set of skills to promote, develop and manage innovation through design, either on a project or within an organization.
- Provide the knowledge and methodological tools to allow developing and managing innovative projects, from creating new products and services to create new business models or redefining processes, always from the perspective of “design thinking”.
- Understanding the design methodologies and processes that allow bringing ideas into practice.
- From a critical approach, the course will provide the skills to be able to challenge the established procedures, identify opportunities, implement innovative strategies through creativity and design, integrating all the knowledge involved in the innovation process.

Learning outcomes

The methodology allows the students to develop their skills to address future projects in the field of design & innovation:

USER RESEARCH
- Analysis’ capacity and critical thinking applied to user research.
- Application of research tools for trends detection and analysis (social, technological, economic)
- Knowledge of user research tools for detecting latent needs.

PRODUCT AND SERVICE INNOVATION
- Knowledge of the main techniques and tools to innovate in product and/or service design.
- Creative and innovative capacity to develop projects based on a deep understanding of the human being in its economic, social and psychological environment.
- Mastery of the basic language and methodologies for product and service design.

BUSINESS OPPORTUNITIES’ IDENTIFICATION
- Knowledge of strategies to identify opportunities and create new business models.
- Ability to analyze and display information based on qualitative research.
- Domain tools for generating and displaying new business models.
- Knowledge of design thinking methods and tools to be applied into business environments.

LABOUR MARKET INTEGRATION IN THE ENVIRONMENT OF DESIGN & INNOVATION
- Rapid integration in the labour market through knowledge of internal roles and creative processes used in design and innovation projects.
- Self-sufficiency and security in the presentation of projects.
- Deep knowledge of design methodologies to develop innovation strategies within companies.
Target Audience

The Postgraduate is aimed at professionals, regardless of the area in which they play, that want to acquire specific tools and methodologies for design as a driver for innovation. Both to apply them into projects and/or to promote competitiveness in the organizations for which they work.

Designers from all disciplines, marketing and communication specialists, and those professionals dedicated to the world of business and strategic planning, have the right profile to participate in the program “Design for innovation strategy.” While entrepreneurs and manufacturers from different sectors will find in the course the tools and methodologies to make a qualitative leap in their business approach.

Access Profile:
- Grade/degree in any Design discipline, engineers, architects, marketing, communication and businesses professionals.
- Communication and marketing specialists,
- Professionals dedicated to the world of business and strategic planning
- Entrepreneurs and industrialists from different sectors seeking to question their own value creation processes and to find techniques and methodologies to rethink their approach to business
- Other professionals with proven experience in the field of design, innovation or marketing

Career outlook

Depending on each student’s profile and prior experience, possible career positions on graduation include some of the following functions:
- Coordinate and develop processes for design innovation and its implementation as a strategic tool
- Identification of business opportunities through the methodologies learned
- Strategic vision for the conceptualization and development of new products and services
- Management and promotion of creative culture within the company
- Have the skills and vision for working in multidisciplinary teams.
IED Master Barcelona Methodology

IED Master school provides continuing training, qualifications, specialisations and the chance to keep up-to-date with all aspects of design, backed by the rich historic and cultural heritage of Italian design.

Our strategy for the future is always in tune with social, environmental and financial macrotrends, and we keep a watchful eye on the changes that our cities and surroundings will need to adapt to over the coming 30 years. We believe that we can provide answers and solutions through design.

Our teaching here at IED Master is based on the four scenarios we consider crucial to face the needs of the future: design for sustainable development, design for new business models, design for new media and design for people.

Our goal is to train professionals who are capable of harnessing cultural values and design tools to not only overcome the challenges of the future, but create and drive innovation. We want our students to take responsibility for their training path and learn how to steer it with the support and tutoring of experts and professionals.

At IED Master, we see the School as a laboratory where students can be innovative, enterprising and a driving force; where they are free to experiment and create.

Specific course methodology

IED Barcelona Postgraduate course proposes a dynamic methodology in which the course serves as a laboratory for analysis & exchange of information and discussion of cases. Participants have the opportunity to share experiences with the speakers, in a climate of close dialogue that serves as a meeting point of their current knowledge and future career aspirations.

The course has a practical “hands on” approach, combined with master classes and conferences. The students have the opportunity to learn and experiment with the professors in a close collaboration environment. The classes are expected to become active workshops with a “learning by doing” approach integrated with the theoretical content provided by the professors.

The curriculum be implemented in a dynamic environment, combining different types of classes to enable professional enrichment:
- Presentations in which a prestigious professional exposes topics that are then analyzed based on case studies.
- Sessions of debate and analysis to discuss on various working models, methodologies, tools, and applications.
- Technical classes on tools and resources delivered by prestigious industry professionals.
Teaching programme content

INNOVATION TOOLS AND METHODOLOGIES
- Extensive set of methodologies to generate and manage innovation
- Practical tools to apply in the different phases of the innovation process
- Design methodologies as innovation tools

DESIGN THINKING PROCESS
- What is design thinking and its application to the innovation process
- Design thinking process & methodologies
- Understand the benefits & process of team-based collaboration, visual thinking, user-centred design.

DESIGN & INNOVATION RESEARCH
- User research tools: in-depth interview, context inquiry, ethnographic research, shadowing,...
- Being able to identify key insights and translate them into opportunities (design directions, business opportunities)

GENERATING BUSINESS MODELS
- How to identify business opportunities and generate business models that create value for all the stakeholders
- Key elements in business models generation
- Business models typologies
- Business models analysis
- Target market, channel, value proposition.

SUSTAINABLE INNOVATION
- What is sustainability and why it means to business
- How is integrated in the companies’ strategy
- Business models based on sustainability
- From product’s attribute to business strategy

PRODUCT DESIGN INNOVATION
- Design & development: Product, communication, interaction, interface, packaging, retail,…
- Phase: Research, conceptualization, development & implementation
- User experience design
SERVICE DESIGN INNOVATION  
- Service design process  
- Key success drivers  
- Service projects’ management  
- Service development  
- “Touchpoints”  
- Back office-front office

PRESENTATION TOOLS & TECHNIQUES  
- How to create effective & successful presentations  
- Information architecture & design  
- Communication  
- Presentation software

INTERACTION DESIGN  
- Interaction design fundamentals  
- How to define, design and validate user experience  
- Interaction design tools and techniques

PROJECT MANAGEMENT  
- Introduction to project management  
- Project management fundamentals  
- What is a project?  
- Methodologies and tools: PMBOK, Agile, ...

MARKETING  
- Marketing fundamentals  
- Brand management  
- Marketing mix  
- Key aspects of marketing in an innovation and start ups environment

DIGITAL TRANSFORMATION  
- Overview and understanding of root causes of digital transformation  
- Tools to innovate new digital businesses.

USER EXPERIENCE DESIGN  
- Understand the meaning and value of design research  
- Drive design and innovation based on people and context understanding

PROJECTS  
Projects are focused on the implementation of the specific topics of the course, integrating the knowledge learned within course and complementing them with their practical execution. Students conduct two research projects that include the stages of analysis, development, implementation plan and presentation of results in order to apply the knowledge they have acquired throughout the course:

Project 1: Product/service design innovation project (group project)  
The aim is to experience and analyse the potential benefits of dynamic work in a multidisciplinary team and its aim is to experiment and prepare for the second project.

Project 2: Product/Service innovation and business model definition project, based on a challenged defined by the collaborating companies (group project)  
It is the main project of the course and its aim is to apply and implement all the methodologies and knowledge learned throughout the course by working on real challenges as defined by partner companies.

Please bear in mind that the management board of the Istituto Europeo di Design reserves the right to change the curriculum in accordance with any requirements that may arise as regards its educational objectives.
Coordinator

Guido Charosky
Industrial Designer graduated at the University of Buenos Aires, has a Masters degree in innovation from the Polytechnic University of Catalonia and has done graduate studies in business management at the School of Industrial Organization. Guido has experience in various fields of design & innovation ranging from product and service, interaction, interface, retail and packaging. He is Co-Founder and Innovation Strategy Director of Drop, a design & innovation consultancy. Previously he worked as Experience Design Lead for HP and as design and innovation project manager at Loop Business Innovation. He has developed projects for companies such as CERN, HP, Indra, Danone, Volkswagen, Coca-Cola, Chicco, Revlon and Unilever among others. He worked on projects for Argentina, USA, Spain, England, Italy and Dubai. He has written articles for journals and international congresses and has lectured at ESADE and LaSalle University. He is a professor of IED since 2008. He worked as a professor at the University of Buenos Aires, Elisava and IDEP in Barcelona. His work has been published in various magazines and newspapers and has won design awards in Argentina, Spain, Japan and Germany.

Cristina Costa
With background studies in business and marketing at Esade Business School, and a professional experience in strategy, business innovation and service design consulting at Loop Business Innovation, Fjord, The Node Company and Accenture, Cristina has been working in creative environments and multidisciplinary teams making use of traditional management methodologies as well as more creative ones. She has participated in more than 30 projects of strategy and innovation covering different company needs: from new business opportunity identification, to the co-creation and design of products, services and experiences, their development and market launch. Besides her professional experience, she currently collaborates with Esade in Design Thinking, Design Management and Entrepreneurship courses.

Miguel Tito
Expert in applied innovation. BSc in mechanical engineering specialised in product engineering, MSc in design management and halfway-through PhD in methods and tools for emotional design. His professional career in non-linear and in continuous transformation. He has worked as researcher in ergonomics and interaction, consultant at strategic innovation firms, manager of design and innovation projects and head of a startup program. He has extensive experience with all sorts of organisations, ranging from large corporations to micro-SMEs, and from business angels to professionals’ associations. Currently he is director of market development at Instituto de Biomecánica (IBV), as well as founder of Introscopio. In the remaining time Miguel is a devoted maker, passionate about creating, disassembling and fixing all sorts of stuff.

Jordi Isern
Design Account Manager, managing more than 20 UX/UI designers. He also has been working as Interaction Designer (4 years) and UX Designer (2 years) for Hardware and Software printing products.

Hernán Ordóñez
Bachelor in Graphic Design, Universidad de Buenos Aires (FADU-UBA), Argentina.

Teaching Staff

The teaching staff comprises sector professionals from various leading fields.

Enric Bayó
Master’s in Business Administration (ESADE) and Industrial Engineering (UPC). He has focuses his professional career on helping companies to become more innovative, from both the private and public sectors. Currently he is the Head of Innovation Management at ACCIÓ (Catalan Competitiveness Agency), helping companies to turn innovation into a matter of routine and to make the process of turning opportunities into value (for the customer and the company) part of the DNA of Catalonia companies.

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With background studies in business and marketing at Esade Business School, and a professional experience in strategy, business innovation and service design consulting at Loop Business Innovation, Fjord, The Node Company and Accenture, Cristina has been working in creative environments and multidisciplinary teams making use of traditional management methodologies as well as more creative ones. She has participated in more than 30 projects of strategy and innovation covering different company needs: from new business opportunity identification, to the co-creation and design of products, services and experiences, their development and market launch. Besides her professional experience, she currently collaborates with Esade in Design Thinking, Design Management and Entrepreneurship courses.

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An area specialist coordinator is available for advice in each course and is actively engaged in designing its curriculum and content in collaboration with IED Barcelona’s teaching department. The coordinator also helps to incorporate sector-specific teachers and is responsible for maintaining relationships with companies and institutions within the knowledge field of the course.
More than 25 years of experience in design and teaching, creating and coordinating multidisciplinary design teams in collaboration with companies and design universities in Europe and America. Specialist in creating educational design programs that apply to tangible projects. My educational work has been recorded at the book *Typex: Typography*, a teaching experience (ISBN - 10: 8492643684), Monografica.org, and Selected Europe (3 editions), among others.

**Edoardo Fano**
Graduated in Law in 1991 (Università degli Studi di Milano, Italy) Law Degree Homologated in Spain, 2010 Italian Law Lecturer from 1992 to 1995 in London (U.K.) Lecturer (Italian Law, Intellectual Property and Information Technology Law, Public Speaking and Communication) and IP Legal Adviser from 1995 to 1997 in Barcelona (Spain), from 1997 to 2003 in Milan (Italy) and from 2003 in Barcelona (Spain) and Milan (Italy).

**Olivier Mache**
Architect DPLG, is graduate of the Grenoble University of Architecture (1986) and Post graduate in industrial design of IED Milan (1987). He held positions of architect to design and follow construction of houses and then bank offices for Caisse d’epargne before pivoting to product design where he worked in several design agencies. He is then appointed as head of industrial design for the professional PC division for HP, and later, runs the advance design team for HP EMEA consumer market. In 2006 he becomes the Brand Design Manager of BTWIN, one of the top passion brands of Decathlon group. In 2006 he becomes the Brand Design Manager of BTWIN, one of the top passion brands of Decathlon group. In 2006 he becomes the Brand Design Manager of BTWIN, one of the top passion brands of Decathlon group. In 2006 he becomes the Brand Design Manager of BTWIN, one of the top passion brands of Decathlon group. In 2006 he becomes the Brand Design Manager of BTWIN, one of the top passion brands of Decathlon group. In 2006 he becomes the Brand Design Manager of BTWIN, one of the top passion brands of Decathlon group. In 2006 he becomes the Brand Design Manager of BTWIN, one of the top passion brands of Decathlon group. In 2006 he becomes the Brand Design Manager of BTWIN, one of the top passion brands of Decathlon group. In 2006 he becomes the Brand Design Manager of BTWIN, one of the top passion brands of Decathlon group.

**Yair Martínez**
Business strategy consultant working at BeRepublic, a company focused in developing new digital businesses or digitalizing existing ones in large corporations and start-ups. Before that he was a consultant at Accenture Strategy and Minsait. Regarding his academic background he is a Civil and Industrial Engineer from the Barcelona Technical University (UPC), he also holds a M.S. in Civil Engineering and research Experience from University of California Irvine, and an Executive MBA from Iese.

**Ferrán Viñé**
Industrial Engineer by UPC ETSEIB and Executive MBA by ESADE. Worked at Accenture for 9 years as Operations and Strategy consultant in international projects mainly in FMCG industry, Innovation and New Business Development Director at Vallformosa (winemaker) for 5 years, and from 2019 launching a new wine digital brand as founder & CEO.

**Joan Vinyets**
Designer, Anthropologist, and PhD in Social Communication. A people-based innovation insights and strategy expert with a background in qualitative market research, cultural analysis, organizational change, innovation, trends, facilitation and training. A professional with over 20 years of experience fusing the use of business anthropology and design thinking to create business, brand and innovation opportunities for some of the world’s biggest brands (like Intel, Hewlett-Packard, Mastercard, Mondeléz, Unilever, Novartis, Sanofi, Ford, Nissan, Vodafone, Orange, Iberia, BBVA, etc.). Consultant for advertising, branding, market research, innovation and design agencies to support their teams in thinking differently about consumers, products and brands.
Jaume Massons
More than 15 years of experience in strategy, management and digital marketing acknowledging. He has managed projects in Spain, East Timor, Republic of Panamá and Saudi Arabia. His most remarkable clients have Olympic Solidarity (IOC), Ministry of Sports in Republic of Panamá and Likwid Sports. He performed as entrepreneur founding 3 Start-Up companies focused on customer relationship management, developing countries sports consulting and mobile app development. Currently he combines independent consulting services, start-ups mentoring at INDESCAT and teaching at several Business Schools and Universities such as University of Barcelona, La Salle BES, ICEB and IED.

Georges Moanack
Industrial Designer graduated from Los Andes University in Colombia. Master in Product Design from the Royal College of Art in London. Working in the front end of innovation discovering insights to create new opportunities for the growth of businesses, and to bring value to the stakeholders. Experience from being an entrepreneur, designing, developing and producing products, to working in innovation and design strategy consultancy. Project leader of design strategy to create new scenarios of innovation, new products and new business opportunities.

Raúl Bethencourt
Born in Caracas, Venezuela. Materials Engineering Degree at Universidad Simón Bolívar, Caracas. Environmental Engineering Post Graduate studies at Universidad Politécnica de Madrid. 20 years’ experience as Technology Teacher in Madrid and Barcelona Sustainability advisor for fashion brands (Jinksieminks BCN), music festivals (Tomavistas Madrid), packaging (Puig), etc.
At IED Master, a whole range of courses are taught to cover all kinds of training needs: Masters, Postgraduate Courses and Continuing Study Programs. Courses are organised in terms, and can last 3, 6, 9 or 12 months. This means that some courses can be combined within one academic year, while others may be divided depending on how demanding and specialised they are.

- **Masters**
  - 60 credits
  - Top quality courses to specialise in a certain field of design, communication or management. Students gain the know-how, tools and skills to provide professional solutions.

- **Postgraduates**
  - 30 credits
  - An opportunity for all kinds of design professionals to become better qualified.

- **Continuing Study Programs (CSP)**
  - 15 credits
  - These courses are a chance for professionals to update and broaden their knowledge of design and creative methodologies.

- **Summer Courses**
  - In July, IED Barcelona offers students the chance to live an intensive training experience thanks to its broad range of summer courses. Coming to our Summer School is an experimental journey through different courses in which to learn and have fun in an international, multicultural environment. The courses are divided into different levels depending on the student’s profile: Professional, Advanced and Introductory.
The opportunity
To combine Courses
Our Partners

IED Barcelona has special relationships with institutions and small, medium and large companies, which take an active part in projects, workshops, talks and activities, with the aim of providing the students with knowledge, communicating experiences and sharing both creative and theoretical aspects with them. All the final thesis are carried out as part of a collaboration with a company, giving the students training in their future profession and helping them develop relationships in the labour market.
IED barcelona has collaborated with more than 100 national and international companies and institutions.
IED community services

**STUDENT CENTER**
The aim of the Student Center is to offer a welcome and consultation service to students who need this. It pays particular attention to foreign students, helping them to adapt to their new environment. The department wants to be a place that helps to improve and enrich the experience of being a student at the school in every way possible.

**CAREER SERVICES**
This section offers students the possibility of course-related and extracurricular internships with companies in their sector. It also facilitates contacts with the labour market for students who have completed their studies. It enters into direct contact with companies in the different sectors: fashion, design, communications, management, marketing, etc. in order to create collaborative links and offer opportunities of internships and jobs.

**PERSONAL COACHING**
Possibility of personal and confidential assistance by an expert psychologist.

**FACILITIES**
Practical work is essential in IED Barcelona training, so its premises have basically been divided into classrooms, workshops and laboratories adapted to each area. The school’s facilities include: 26 classrooms, 6 multimedia labs equipped with PCs and Macs, 4 product, interior and transport design workshops, 9 fashion workshops, one printing centre and one photo and video studio.

**IED TOOLS**
Exclusive tools for the IED Community.

Adobe™
School’s students can use the software included in the Adobe Creative Suite, without any additional cost, both in the school’s computers and their own laptops. Therefore, all throughout their years enrolled in the school, students can enjoy for free the following applications: Adobe Photoshop® CC, Adobe Illustrator® CC, Adobe InDesign®

Office
All the students can also download the Microsoft Office 365 for free. It includes the software Word, Excel and PowerPoint.

AUTODESK
School’s students can use Autodesk, world leader in 3D design software for entertainment, manufacturing, engineering, etc. Therefore, the students can enjoy for free applications such as AutoCAD, Maya or 3ds Max, etc.

WG•SN
The whole IED Community, from computers in the Library, can freely access to WGSN, the leading online platform to analyse and forecast trends in current lifestyles and consumption.

Vogue Italia
Harper’s Bazaar
Digital records of famous magazines, including practically every edition from the very first issue to the most recent ones. All of the content has been indexed and can be accessed via the library computers.

Material ConneXion®
The whole IED Community, from computers in the school, can freely access to Material Connexion, the world’s leader database in material innovation.

Emerald, another tool currently used in the most outstanding universities in the fields of management, marketing and communication, is a worldwide editor that connects research and practice for the benefit of society. Students can access to more than 290 magazines and 2,000 books.

The whole IED Community has an unlimited Gmail account.
General entry requirements

Students must provide the following information:

- Copy of DNI (Spanish students) or passport (foreign students).
- Copy of university degree (bachelor’s, degree or equivalent).
- Letter of motivation in the language of the Master’s degree course.
- CV in the language of the Master’s degree course specifying language and IT skills.
- Language certificate: Courses in English require an intermediate level, corresponding to TOEFL or IELTS 6.5. Courses in Spanish require a B2 language level. If a prospective student has neither of these certificates, his or her language skills will be assessed in a face-to-face interview or via a Skype call.
- Portfolio for creative Master’s degree courses and/or admission exercise if required.
- Students with a university degree can be admitted into the programmes, while those without may be admitted into specific programmes on the basis of their professional merits. In the latter case, it will be at the discretion of IED Barcelona to determine what type of certification will be obtained.

Fees

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<tr>
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<tbody>
<tr>
<td>Enrolment fee:</td>
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<tr>
<td>Tuition fee:</td>
<td>4,200€</td>
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For information about reductions on the Tuition Fee amount for Anticipated Enrolment please contact the Orientation and Admissions Department.