

## WHAT PEOPLE SAY

"People are generally good at solving problems, the difficulty is directing them to find the right problem - that's what the course is really good at"

Student 2014

"Between part-time and full-time students there is a wealth of information and experience. There is great collaboration and everybody is willing to help out"

Student 2014

"Already I've started to apply the things I have learned on the MSc. It's a really good grounding in the tools of innovation and is a great way of getting people to work together"

Student 2015

"Really useful work done by the class. We've been delighted by everyone's enthusiasm and creativity. We got some excellent new ideas for our business"

Innovation Lab partner 2014

"The outputs of the class were quite surprising to us. We had done projects like this in the past, but have not seen such a high level of business understanding. The projects presented were innovative, but importantly they were implementable and complementary to our own vision and capabilities"

Innovation Lab partner 2016

"Fundamental to the introduction of our new innovation program"



"You don't just 'learn about a user centered approach, you actually do it"



"I have already applied what I've learned in developing and improving products and internal innovation process"



"Ideal for the business professional and entrepreneur"



## THE DEPARTMENT OF DESIGN INNOVATION

The Department of Design Innovation is home to the disciplines of Design and Design inspired Innovation at Maynooth University and we study design as a strategic driver of modern innovation. In all our programmes, we teach and research design as a user-centred discipline that is at the heart of early stage innovation practice.

### FEES

€5,500 Full time (one year)  
€3,700 Per year, part time (two years)  
€13,000 Per year Non-EU

(Subject to amendment - please contact Maynooth University fees office for confirmed fees)

### PAC CODE

MH50K (full time)  
MH51K (part time)

**MScDI**  
MASTERS IN  
DESIGN INNOVATION

## THE DEPARTMENT OF ANTHROPOLOGY

Maynooth University houses the only Department of Anthropology in the Republic of Ireland. Anthropologists study people and what they do, wherever in the world that may take us. Our staff bring the world into the classroom and teach students to understand local problems in a global, cross-cultural context.

## GET MORE INFORMATION



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Department of  
**DESIGN INNOVATION**

Department of  
**ANTHROPOLOGY**

**Successful innovators get their winning differentiation from early-stage research – uncovering a deep understanding of user behaviours, needs and social trends. Design Innovation employs design thinking processes, creativity and business strategy. It matches user insights with an organisation's strategies and capabilities to create innovation concepts that are novel, add value and have the potential to transform.**

The award-winning MSc in Design Innovation was the first of its kind in Europe. Its focus is on helping students learn from theory and practice, to understand and experientially acquire the ability to develop smart, novel, winning innovation concepts. Students will learn how to research and deliver exceptional user experiences, under the guidance of expert academic and practitioner course leaders. Experiential learning is developed by practical assignments in all modules and a capstone final dissertation in

collaboration with external organisations. The MSc is co-delivered with Ireland's only department of Anthropology, ensuring a world-class offering in human understanding. This human understanding, combined with the department of Design Innovations staff of internationally recognised designers and innovators, positions this MSc as one of the most impactful and transformative programmes available anywhere.



## A CAREER IN INNOVATION

This MSc programme is ideal for anyone aspiring to be an effective radical innovator. In particular, it directly prepares graduates for the roles of innovation leadership, UX leadership, product management, strategic marketing, market research, design strategy and new product or service development in a wide variety of sectors such as technology, pharmaceutical, agri-food, design, manufacturing, service industries and all areas of the public service.

## FOR ALL INNOVATION LEADERS

We welcome participants from various disciplinary backgrounds, including graduates of Social Sciences, Anthropology, Design, Business, Engineering, computer science. Graduates of other disciplines are also invited to apply. Relevant experience in lieu of primary honours degree will be welcome. A first class or upper second class honours primary degree qualification is normally required. Candidates may be called for interview.

## DETAILS

**Full time (1 year)**  
4 full days per month (Thursdays & Fridays)  
Approximately 35 hours project time per week

**Part time (2 years)**  
2 full days per month (Thursdays Y1, Fridays Y2)  
Approximately 12 hours project time per week

- 100% Project based
- Exciting industry Projects
- Flexibility and support to develop entrepreneurial projects
- Diverse class members
- Lecturing staff all Industry experts
- Access options for non Degree holders
- Fast growing discipline with industry and Government recognised skills shortage

## MSc MODULES

METHODOLOGY

### Visualising Concepts (PD603)

In the early stages of innovation, visualisation and "data display" are core competencies of designers and researchers alike. These are valuable design thinking skill sets that allow meaning to develop and to progress further to strategies for satisfying consumer requirements. Visual thinking benefits the process of 'sense making' when dealing with complexity. Participants will learn visual thinking methods and integration models for broad application in organisations.

Semester 1 / Credits 7.5

### Design Thinking (PD604A)

The course provides learners with a Design-derived perspective on problem solving and analysis. Drawing on Herbert Simon's concepts of design as the devising of means to change existing situations into preferred ones, and Donald Schoen's idea of the designer as a reflective practitioner, the course adopts the process promoted by the Stanford D-School, where design thinking integrates the requirements of business innovation to be (technically) feasible, humanly (desirable) and (business) viable. The learning is achieved mostly through participative workshops and field assignments.

Semester 1 / Credits 5

### Design Ethnography (PD606)

According to Salvador, Bell and Anderson (1999), design ethnography is "a way of understanding the particulars of daily life in such a way as to increase the success probability of a new product or service or ... to reduce the probability of failure specifically due to a lack of understanding ...". This course will introduce learners to the history of ethnographic research, from its roots in anthropology to its contemporary applications in a number of fields and, especially, in design contexts

Semester 1 / Credits 7.5

### User Experience Research & Design (PD607)

This module studies the behaviours and experiences of users interacting with devices or systems. It includes the perceptual, cognitive, ergonomic and other scientific underpinnings of usability ('usability science'). Learners will learn the methods for evaluating, testing, designing, and developing better interfaces between users and systems, including computer-based systems. The module also presents user centric design methods as a way of responding to user insights. Methods of prototyping will be introduced here and practised throughout this and other modules.

Semester 2 / Credits 7.5

### Innovation Strategy (PD601A)

The content presents conceptual models to clarify the interactions between competition, collaboration, patterns of technological as well as socio-cultural and market changes, and the structure and development of internal firm capabilities. Topics include strategic flexibility, core competencies, leadership v. followership status, technology platforms, collaboration and open innovation, among others. The module seeks to integrate developmental and evaluative learning through case studies and assignments.

Semester 1 / Credits 7.5

### People, Society and Design (PD602)

What can we learn from the history of design and from contemporary design theory? How do people use designs and technology at different times and in different cultures? Here we draw on cultural theory to understand innovation, creativity and design and answer questions such as these. Learners will be introduced to key topics through case studies in such as consumer and consumption studies, the history and theory of art and design; studying and theorising objects; advertising and display; and, the trends that are likely to shape innovation and design going forward.

Semester 2 / Credits 5

STRATEGY & PEOPLE

### Consumer Innovation Adoption (PD605)

This module provides a psychological perspective on how to plan development and launch of innovations for optimal diffusion and adoption by targeted users. It deals with theories and understanding of users' responses to new products and services in terms of cognition, decision making, perception, emotion, motivation as well as covering the psychology of branding, advertising and customer archetypes.

Semester 2 / Credits 7.5

### Dissertation - Design Innovation Project (PD620)

The dissertation element of the MSc is a unique opportunity for learners to carry out a rigorous innovation project or to explore academically a topic of personal interest in the field of design innovation. Each student will be supervised by an academic with relevant expertise to their subject. The dissertation will be researched and written up over the summer for full-time students, and from January Y2 for part-time students.

Summer / Credits 30

PRACTICE

### Applied Innovation Lab (PD608)

This module acts as the spine of the MSc, running throughout semesters 1 and 2. The module operates in a workshop fashion, with learners working in small diverse groups on an assigned project in semester 1, and solo in Semester 2. The module will allow students to put into practice the new tools and skills developed throughout the programme. In both semesters, students will be working on a real-life innovation scenario in order to develop a suitable innovation strategy. They will be expertly guided through a process of research, synthesis, ideation, selection, implementation planning and presentation.

Semester 1&2 / Credits 12.5



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