

MSc in Design Innovation

Human Understanding to Inspiring Innovation

Successful innovators gain winning differentiation from early-stage innovation research that uncovers deep understanding of user behaviours, needs and social trends. Design Innovation matches actionable user insights with organisational strategies and capabilities to deliver distinctive new innovation concepts.



A MODERN INNOVATION APPROACH

The MSc in Design Innovation is the first of its kind in Europe. Its focus is helping you learn from theory and practice, to understand and experientially acquire the ability to develop smart, novel, winning innovation concepts.

You 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.

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. A first class or upper second class honours primary degree qualification is normally required. Candidates may be called for interview.

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.

WHAT PEOPLE SAY

"People are generally good at solving problems, the difficulty is directing them to find the right problem - that's what this 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 2014

"... 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 company 2014



DELIVERED BY

Maynooth University Department of Design Innovation
& Department of Anthropology

MSc DESIGN INNOVATION - MODULE TITLES AND SUMMARIES

Strategy & People	Innovation Strategy (PD601) Corporate innovation strategy; Competencies and capabilities; Dynamic environments; Innovation Roadmaps; Technology Platforms; Portfolio management; Open innovation; Strategy as practice	Semester Credits	1 7.5
	People, Markets and Design (PD602) How people use new designs in different societies and cultures; Cultural theory; Cultures of Design; Study and theory of objects; Advertising and display; Innovation and Design trends	Semester Credits	2 5
	Consumer Innovation Adoption (PD605) How people and markets adopt new innovations. Theories of customer and user behaviours; Branding; Customer archetypes; Successful innovation diffusions; Planning for successful adoption	Semester Credits	2 7.5
Methodology	Visualising Concepts (PD603) Visual thinking and communication are essential innovation tools; Collaboratively capturing insights from research; Presenting insights; Designing new concepts; Sketching, modelling, prototyping	Semester Credits	1 7.5
	Design Thinking (PD604) Design Thinking is used by many organisations as a structured process for creative problem solving and new idea generation. Reflective practice; Idea generation; Wicked problems; Desirability, Feasibility and Viability; d.school process	Semester Credits	1 5
	Design Ethnography (PD606) Understanding the user and environment; participant observation; socio-cultural context; symbolic meaning; rapid ethnography; multi-sited-ness	Semester Credits	1 7.5
	User Experience Research and Design (PD607) User interactions with devices and systems; perceptual, cognitive, ergonomic underpinnings of usability; designing, testing and evaluating better interfaces	Semester Credits	2 7.5
Practice	Applied Innovation Lab (PD608) Working with a real business; study of firm, market and users to develop innovation concepts and roadmap. Team project in semester 1. Individual project with team support in semester 2	Semester Credits	1 & 2 12.5
Applied Project	Dissertation – Design Innovation Project (PD620) Individual team-leadership project. Capstone assignment and dissertation, in collaboration with a real organisation, e.g. company, public service; Early-stage innovation research and opportunity identification; New concepts & roadmap; Market validation; Deployment planning	Semester Credits	Sum 30

DELIVERY AND ASSESSMENT

Lectures, assignments, workshops and dissertation. A large portion of the learning is experiential through case research, workshop discussion, fieldwork and individual or team assignments.

Taught modules take place in semesters 1 and 2. All taught modules consist of scheduled, intensive full-day classes + unscheduled activities. Class sessions (lectures, workshops and assignment reviews) are 4 full days for each month, over 4 months per semester. Outside of class sessions, students engage in individual and team assignments, peer discussions and private study. The intensive 4-day class format also facilitates part-time study over 2 years, with 2 scheduled full days per month.

All modules and dissertation are 100% continuously assessed, with no end-of-semester examinations

PAC CODE

MH50K (full time)
MH51K (part time)

FEES

€5,250 full time (one year)
€3,500 per year, part time (two years)
(subject to amendment – please contact Maynooth University Fees office for confirmed fees)

Get more information

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