

WHAT PEOPLE SAY

"The MSc gave me an opportunity to see how design and innovation fit in a wider ecosystem. It has exposed me to so many new ideas and techniques that I can bring to my practice"

Student 2015

"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

"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

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

Innovation Lab partner company 2014

DELIVERED BY

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.

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 brings the world into the classroom and teach students to understand local problems in a global, cross-cultural context.

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)

PAC CODE

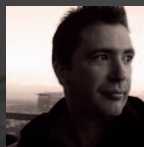
MH50K (full time)

MH51K (part time)

GET MORE INFORMATION



Mr. Trevor Vaughn
MSc Programme Director
Dept. of Design Innovation
+353 (0)1 7084763
trevor.vaughn@nuim.ie



Dr. Mark Maguire
Head of Department
Dept. of Anthropology
+353 (0)1 7083984
mark.h.maguire@nuim.ie

www.maynoothuniversity.ie/design-innovation

MASTERS IN DESIGN INNOVATION

HUMAN UNDERSTANDING TO INSPIRING INNOVATION

The department of
DESIGN INNOVATION
The department of
ANTHROPOLOGY



**Maynooth
University**
National University
of Ireland Maynooth

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 and creativity. It matches user insights with an organisation's strategies and capabilities to create innovation concepts that are novel and distinctive.



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. Relevant experience in lieu of primary honours degree will be welcomed. 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.

MODULES

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 1 / Credits 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 1 / Credits 5

Design Ethnography (PD606)

Understanding the user & environment; participant observation; socio-cultural context; symbolic meaning; rapid ethnography; multisitedness

Semester 1 / Credits 7.5

User Experience Research & Design (PD607)

User interactions with devices and systems; perceptual, cognitive, ergonomic underpinnings of usability; designing, testing and evaluating better interfaces

Semester 2 / Credits 7.5

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 1 / Credits 7.5

People, Society 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 2 / Credits 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 2 / Credits 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 1&2 / Credits 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

Summer / Credits 30

Miscellaneous

In addition to the modules outlined above, there will also be additional content throughout the programme including:

GUEST LECTURES
WORKSHOPS
FIELD VISITS
SEMINARS
SOCIALS