MASTER OF ARTS IN ADVANCED DESIGN

CONSECUTIVE MASTER’S DEGREE PROGRAMME

APPLICATION PERIOD
15 November 2012 to 15 January 2013

PROGRAMME START
15 March 2013

CONTACT
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OBJECTIVES

With its master’s degree programme in Advanced Design, Munich University provides students with the opportunity to engage in a visionary approach to design that combines both theoretical and practical elements. Students in this degree programme will learn how to respond to the social and environmental challenges of the future and will be exposed to a new approach to design. We want to enable committed young designers to concentrate on their areas of interest, to develop within an interdisciplinary environment, and to explore cutting-edge concepts in both theory and practice.

The master’s degree programme in Advanced Design gives students useful career skills in the areas of creative planning and environmental design, and encourages creative, experimental, visual, and sculptural design through artistic and intellectual exploration. Students will develop their creative thought processes and critical thinking skills, cultivate an interdisciplinary approach to design, and be able to create designs that reflect their own attitudes and original ideas. The complexity of future design challenges will require the use of integrated design processes and the development of designs focused on problem solving and open outcomes. This master’s degree programme places a strong emphasis on the special cultural mandate and ethical responsibility of designers.
NEW MASTER’S DEGREE CONCEPT
In recent years, numerous master’s degree programmes have been established in the design field that offer students the possibility to specialize in a specific area of design, but do not focus on design as a general discipline. The master’s degree programme in Advanced Design at Munich University of Applied Sciences is unique in that it emphasizes studying design as a general discipline, something that is not done anywhere else in Germany. The programme includes an interdisciplinary and intercultural dimension, has high design/artistic standards, and offers a unique range of courses in design theory. It is aimed at graduates of German and international design schools, as well as graduates from related disciplines (e.g., architecture, fashion design, and interior design).

REQUIREMENTS
You must meet the following admission requirements to be considered for the consecutive master’s degree programme in Advanced Design:
• Copy of academic records or transcript for a degree earned in a design field (or academic records or transcripts for a related degree) – you must have received an overall grade of at least “good”
• Proof of an internship semester or experience working in the field
• Relevant supporting documents
• Entrance interview, in which you demonstrate aptitude for the profession

APPLY ONLINE!!
http://w3design-n.hm.edu/studienangebote/master/masterofartsinadvanceddesign.de.html
PROGRAMME CONTENT
The term “Advanced Design” which defines this master’s degree programme in the Department of Design at Munich University of Applied Sciences incorporates an investigative and experimental, process-oriented and interdisciplinary approach. It focuses on addressing overarching problems in a comprehensive manner, designing future models, and developing creative solutions to meet the new challenges of a globalized world.

As a student in this master’s degree programme, you will learn the theoretical, methodological, and fundamental concepts needed for an overarching, conceptual, and creative understanding of the central phenomena of everyday life and consumer culture, as well as the social and environmental responsibilities of design. The master’s degree programme in Advanced Design puts emphasis on the ever-changing economic, technological and social environment as well as the special cultural mandate and responsibility of designers.

Students in the master’s degree programme are instructed and mentored by professors and lecturers from the Department of Design. In addition, highly-qualified specialists from industry and research will teach courses as adjunct faculty for the following three modules: globalization and interculturality, ecology and sustainability, and future strategies.

FOCUS AREAS
Students in the master’s degree programme are not restricted to one of the three concentration areas (photo, industrial, or communication design) of the bachelor’s degree program offered by the Department of Design. Instead, they delve into overarching issues within the discipline of design. Students will deal with fundamental questions of design, challenge current approaches and perspectives, and critically examine the importance of designers in a social context. Issues of innovation, social impact, and sustainability will play a central role in this process.

Special attention is placed on the theory-based portion of the master’s degree programme.

The three theory modules – Contextual Thinking, Responsible Thinking, and Future Thinking – demonstrate that the master’s degree programme emphasizes learning about and reflecting on social, environmental, and technological problems relevant
COURSE OF STUDY
The three-semester master’s degree programme in Advanced Design begins each summer semester (starting in the summer semester of 2012). Each year, 15 students who hold a bachelor’s degree or diplôme will be admitted to the master’s degree programme.

As part of the project modules in the first two semesters, an overarching task is assigned to all master’s students. In completing this task, students will further develop their individual areas of concentration in both their practical and theoretical aspects and will refine their foci within the framework of interdisciplinary discourse. For the master’s thesis, students will develop a topic that they work on largely independently, focusing on practical and/or theoretical issues. Using experimental approaches, creating designs with open outcomes, and gaining new insights are goals that lie at the heart of the master’s thesis.

DEGREE AWARDED
The master’s degree programme in Advanced Design makes it possible for students to study design for a total of five years and earn a Master of Arts degree. With the Master of Arts degree, graduates will have attained the necessary qualifications to begin doctoral studies or to be admitted into senior levels of civil service.

CAREER PROSPECTS
Graduates of the master’s degree programme in Advanced Design should be capable of independently analysing complex problems, taking a holistic approach to design projects, and solving conceptual, theoretical, and practical challenges autonomously. In addition to their traditional role as employees, graduates should have a keen sense of social responsibility and critical thinking skills, and should express exceptional artistic or creative originality. They should be able to take on leadership roles in organisations and stay on the cutting edge of both practice-oriented design research and concrete product planning and development. Graduates will be in a position to reflect critically on their discipline, to promote
design discourse at a high level, to anchor design within an interdisciplinary context, and to serve as strategic, proactive, and unorthodox thinkers. At the same time, graduates are committed to processes that are ethically responsible, sustainable, and functional.

Graduates of the master’s degree programme in Advanced Design will have especially good career prospects in areas such as research and development, strategic development, corporate communications, business consulting, marketing, research, academia, design criticism and research, trend research, the media industry, and in international organisations (e.g., environment, politics, and economics).

FUTURE SCOPE OF DESIGN TASKS

We are living in a time of radical change that will lead to drastic changes in economic, environmental, and social views. In a world of dwindling resources, designers of the future will have to deal increasingly with poverty, hunger, migration, natural catastrophes, and the subsequent massive social and environmental challenges.

In light of these facts, the scope of design tasks will have to change radically in the next few years: moving away from specialisation and towards an overarching role that is interdisciplinary, uniting and assisting in nature, and socially and environmentally responsible. The knowledge and skills designers possess will become even more important in the future, as designers will be called upon to develop solutions in heterogeneous teams, to take holistic approaches to design problems, to analyse information, and to find creative solutions that are based on integrated processes. Fields such as design research, design criticism, and design theory have gained much significance in the scientific community and will be increasingly seen as indispensable foundations of sound education and training in design.