



# STRATEGIC DESIGN M.A.

Breaking out of its former tactical role, design is now a strategic process, which consciously adopts, combines and applies human-centered research, creativity and management methods coming up with informed, innovative and empathic strategic value for users, businesses and society as a whole.

## STUDIES

The course prepares the candidates to assume leading positions in fields where solid competences for user centered research, analysis, strategic thinking and creative leadership skills are necessary.

This masters programme educates students specifically in innovation methods, creative planning, design research, critical thinking, design strategy, brand strategy and visual communication. The curriculum brings together empirical research, design thinking and brand management.

During the course of studies students are provided with an environment for active learning where solid theoretical knowled-

ge is balanced with practical projects and workshops, where group discussions, analysis and synthesis sessions are held periodically.

## GENERAL INFORMATION

The masters programme is a consecutive graduate program with a duration period of four semesters. It is a full time program. Students are requested to be present and to participate in classes. The professors and teachers in the master programme come from the industry and are active in their fields. The facilities of our university are available at all times for the students.

Students work with both fictional projects and real project and partners from Berlin.

### Career Profile

**Design Strategy**  
**Brand Strategy and Identity**  
**Design Innovation**  
**Design Research**  
**Creative Planning**  
**Visual Communication**

## FACTS

**Start of the courses**  
1st of October

**Duration**  
4 semesters

**Form of studies**  
full-time

**Credit Points**  
120 ECTS

**Abschluss**  
Master of Arts

**Costs**  
900 Euros per month

**Language of study**  
English



# COURSES

# STRATEGIC DESIGN M.A.

1. Semester	2. Semester	3. Semester	4. Semester
<b>STRATEGY I</b>	<b>STRATEGY II</b>	<b>STRATEGY III</b>	
<b>Theory I</b> Marketing and media studies <b>Methodology I</b> Market, culture and user research <b>Brand and personality I</b> Brand strategy <b>Media ethics</b>	<b>Theory II</b> Participatory and transformation design <b>Methodology II</b> Systems and critical thinking <b>Brand and personality II</b> Strategic planning and brand management	<b>Theory III</b> Intercultural Communication in contexts <b>Methodology III</b> Scientific writing and structure <b>Brand and personality III</b> Sustainability brands	
<b>THEORY I</b>	<b>STUDIO II</b>	<b>STUDIO III</b>	<b>MASTER THESIS</b>
<b>Integrated Brand Identity</b> Work in an interdisciplinary group developing strategies, instruments, formats, content, for user centered communication. <b>Tools</b> Editorial, layout, typography, photography, digital.	<b>Integrated innovation</b> Work in an interdisciplinary group developing user centered strategies for systemic innovations. <b>Tools</b> Systemic modeling, Information design, Visual thinking	<b>Social innovation</b> Work in an interdisciplinary group developing user centered strategies for social innovations <b>Tools</b> Prototyping, Validation, Service design, Experience design	Conception, realization, documentation, colloquium and presentation of a master thesis.
<b>EXPERTISE I</b>	<b>EXPERTISE II</b>	<b>EXPERTISE III</b>	
<b>Research I</b> Free interdisciplinary research project <b>Professionalization I</b> Presentation and public speaking skills <b>Industry contact I</b> Guided excursions to design expositions and events in Berlin.	<b>Research II</b> Free interdisciplinary research project <b>Professionalization II</b> Student lead integrated workshops <b>Industry contact II</b> Guided excursions to leading design studios and agencies in Berlin	<b>Research III</b> Free interdisciplinary research project <b>Professionalization III</b> Creative leadership <b>Industry contact III</b> Guided excursions to socially innovative organizations in Berlin.	
30 ECTS	+ 30 ECTS	+ 30 ECTS	+30 ECTS = 120 ECTS

## APPLICATIONS + ADMISSIONS

The consecutive graduate program is designed for candidates who have completed their first degree in the field of communications design or other similar design-related programs (e.g. product- | industrial- | architecture-design). It is also suitable for graduates from other programs with at least three years of professional experience in design or design related fields.

You should include the following documents with your application:

- letter of motivation
- portfolio with a maximum of 20 examples of your work
- completed and signed application form (available online)
- proof of eligibility for the Master's program (completed undergraduate degree) or a generally accepted equivalent certificate
- CV in tabular form
- proof of health insurance

## TUITION + FUNDING

The tuition fee for each semester is € 5.400. The fee may be paid monthly (€ 900 per month) on agreement. A one-off matriculation fee of € 200 is payable upon registration. The M.A. programs are recognised by Bafög (German federal financial student support). Students may also apply to banks or to the Kreditanstalt für Wiederaufbau (KfW) for educational loans. The design academy berlin regularly awards full scholarships.

## ABOUT US

In the creative heart of Berlin-Kreuzberg our University offers bachelors and masters programmes in German and English since 2007. We believe in development of practice and competition, close collaboration with science and economy as well as in a familiar environment with personal coaching. We are part of a strong network – the SRH Hochschulverbund which is comprised of nine SRH Hochschulen educating 9000 students.

## GET TO KNOW US

Join us for a free master workshop and get all the information you need from the professionals at

- + Master Preview
- + Open House

To get more information and programm visit us at:  
[www.design-akademie-berlin.de](http://www.design-akademie-berlin.de)

## CONTACT

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