



Master in

STRATEGIC DESIGN AND INNOVATION

Our Master's Program
is acknowledged by the
**National Association of
Schools of Art and Design
(NASAD)**

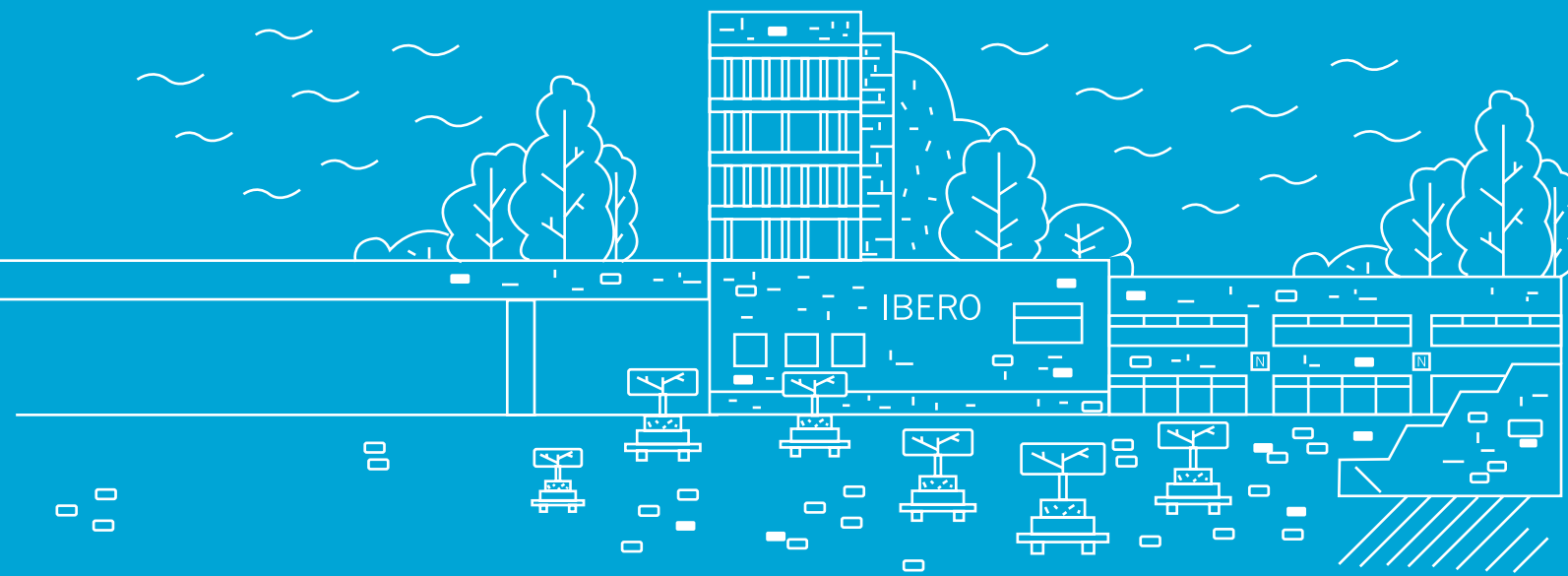
CONTEXT AND RELEVANCE

The Master's in Strategic Design and Innovation is a program addressing the need of training professionals with a prospective vision, capable of dealing with societies' complex problems and generating solution strategies involving services, processes, products, and/or experiences, based on an interdisciplinary perspective integrating the specific expertise of design with those coming from social and managerial areas, and with an innovative approach.

The graduate program focuses on three fundamental aspects: a) innovation within enterprises, institutions and organizations, using co-creation processes, studying the value offer of products, services or experiences, and envisioning new scenarios; b) entrepreneurship and creation of startups based on trends analysis and opportunity gaps recognition; and c) ethnographic research, providing students research tools which will allow them to understand the different audiences involved in innovation processes.

The program means to broaden the traditional vision of the designer, beyond technical, formal or projects specialty areas. Hence, it seeks to expand their horizons, using an interdisciplinary approach enabling graduates to address issues of greater complexity.

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LINKAGE

The Design Department has multiple formal and informal avenues of collaboration and exchange with higher education institutions, cultural institutions and national and foreign research centers, for both students and professors. We underscore the following links:

- *Design Management Institute*
- *Pontificia Universidad Católica del Ecuador*
- *Pontificia Universidade Católica do Rio de Janeiro*
- *Universidad Iberoamericana Puebla*
- *Universidad Iberoamericana Torreón*
- *Universidad Rafael Landívar*

OBJECTIVES

General

To train professionals capable of generating integral solutions, business models or innovative people-centered services based on integrating thinking, design processes and methodologies, as well as on interdisciplinary and prospective social responsibility vision.

Specific

1. To identify issues and opportunities in the generation of services, experiences or products offered by organizations or companies, based on the use of theoretical and methodological contents of qualitative and ethnographic research.
2. To formulate strategies using interdisciplinary and prospective-based approaches enabling companies and organizations to implement integral or innovative people-centered solutions.

3. To design emergent technology-based companies (startups) supported on trends analysis, opportunity gaps, economic viability analysis, and productive feasibility analysis.
4. To design interdisciplinary team building mechanisms, through creative project management and business models contextualization in benefit of society and companies.

APPLICANTS PROFILE

Knowledge:

the master's program is designed for professionals from different fields of knowledge, such as Design, Communication, Marketing, Psychology, Engineering, Social Sciences, Business Administration or related areas.

Applicants must have problem-solving experience in their specific professional field and a global and national picture of the relevant affairs connected to their discipline (social, economic, and technological topics).

The abilities required to enter the program are: reading, writing and understanding texts, critical analysis, synthesis, communication, argumentation, and interdisciplinary team-working skills.

GRADUATES' PROFILE

The graduate from the Master's in Strategic Design and Innovation is a creative professional, capable of conducting a systemic and innovative analysis of complex issues and of providing viable, feasible, significant and - most importantly - people-centered integral design solutions.

Capacity to:

- Understand the origin, purpose and use of the process of innovation and design (considering settings, user's needs, and entrepreneurial capacity) in order to analyze the strategic situation of the company, synthesize issues and identify innovation opportunities.
- Apply the processes and methods of qualitative research to understand users' needs and expectations.
- Identify areas of opportunity to generate, assess, prioritize, and communicate solutions and design and innovation concepts.
- Understand and assess - using strategic and global approaches - the impact on enterprises and people.

Knowledge

- Design, innovation and creativity: Design methods and techniques supporting the production, assessment and implementation of people-centered innovative ideas.
- Strategy and competitiveness: methods and models of business strategies analysis, planning and management of creative and innovative projects.
- Research: data collection, analysis, and results interpretation techniques using cultural anthropology and sociological methods, tactics and strategies to compile and filter information from the media, written and electronic sources, and popular culture.
- Sociocultural elements that shape and explain the environment, as well as the processes

FIELD OF WORK

Graduates from the program develop professionally in a broad span of business, government, or third sector areas such as: design or innovation leadership, innovation consultancy, products development, ethnographic research, analysis of processes or marketing.

FACULTY MEMBERS

Georgina Durán Quezada

M.A. in Management, Universidad Iberoamericana
B.A. in Graphic Design, Universidad Anáhuac

Line of Research:

Social Impact of Design

Relevant Publications:

"El posgrado multidisciplinario en México: Maestría en Diseño Estratégico e Innovación, Universidad Iberoamericana". In López-León R, Real Paredes, AR, Acero Padilla, A. (ed.), *Diálogos del Diseño*. Aguascalientes: Universidad Autónoma de Aguascalientes, 2011; Vázquez Mendoza JC, De León García MC, Durán Quezada G. "Trabajo en Red AUSJAL." *Signa*, 4, pp. 127-132.

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M.A. in Graphics, Akademia Sztuk Pięknych w Krakowie
Specialty in Design and Innovation,
Specialty Course: Design and Innovation in Spain. AECID Scholarship.

Line of Research:

Social Impact of Design

Relevant Publications:

"Dateen, an Interactive Videogame" In *Technologies and Learning: Innovations and Experience*, Humboldt International University, Miami, Florida, 2014. ISBN 978-0-9915776-1-3; "Leading Innovation through Design: Proceedings of the DMI 2012 International Research Conference", p. 919. ISBN 978-0-615-66453-8; "Educación tecnológica", *Revista DIDAC*, núm. 54, otoño 2009, Universidad Iberoamericana, ISSN: 0185-3872.

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Ph.D. in Typographic Revolutions, Universitat de Barcelona
M.A. in Management and Innovation, Universitat Politècnica de Catalunya
M.A. in Book Industrial Production, Universitat Pompeu Fabra

B.A. in Graphic Design with Specialty in Creativity and Marketing Strategy, Escuela de Diseño, Instituto Nacional de Bellas Artes

Line of Research:

Social Impact of Design

Relevant Publications:

“Cuetzalan: un pretexto de diseño para la preservación de la tradición oral”. Séptimo Seminario de Investigación en Diseño: memorias. Duitama: UPTC. Colombia, 2015. ISSN 2256-4668 CD-ROM. ISSN 2256-4276; “Lo que la tipografía puede hacer por las lenguas indígenas: la conciencia en el aula”. DIDAC No. 66. Second Semester. Mexico: Universidad Iberoamericana, 2015; “Printing chronology of the 42-line Bible. An update”. Luz Rangel, Aureli Alabert. Gutenberg Jahrbuch, no. 87. Harrassowitz Verlag. Germany, 2012. ISSN: 0072-9094. p.p. 53-70.

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Ph.D. in Education, M.A. in Educational Research and Development, B.A. in Industrial Design, Universidad Iberoamericana
M.A. in Industrial Design, UNAM

Specialty in Management and College Leadership, Instituto de Gestión y Liderazgo Universitario-OUI

Line of Research:

Social Impact of Design

Relevant Publications:

“De mujer a mujer. Una estrategia de doble sentido.” Design Congress: Forma. Diseño con Sentido La Habana Cuba, 2015. ISBN 9789597182146; “Diseñando para la acción y el bienestar” Design Congress: Forma, Diseño con Sentido La Habana Cuba, 2015. ISBN: 9789597182146; La creatividad desde la perspectiva de la enseñanza del diseño. Universidad Iberoamericana, June 2007. ISBN: 978-968-859-667-8.

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LINES OF RESEARCH

Social Impact of Design:

Specific Objectives:

- To develop projects focused on knowledge generation in the field of Design, through theoretical or applied research for the benefit of society.
- To contribute to the understanding of social issues that require the intervention of Design professionals using an interdisciplinary approach.
- To study Design-teaching processes, under a prospective vision searching academic excellence.

SYLLABUS**First semester**

Strategic Design and Innovation 1
 General Management
 Prospective Vision and Analysis of Design Trends
 Strategic Design Research Methods

Second semester

Strategic Design and Innovation 2
 Strategic Design Projects Management
 Symbolic Culture Design
 Settings Analysis

Third semester

Strategic Design and Innovation 3
 Strategic Planning
 Design and Consumption
 Degree Project Strategic Design 1

Fourth semester

Elective 1
 Elective 2
 Elective 3
 Degree Project Strategic Design 2

ELECTIVE SUBJECTS

- Consumers' Behavior
- Entertainment, Communication and Society
- Communication and Social Change
- Communication and Culture
- Design of Services and Experiences
- Brand Strategy
- Media Planning
- Marketing
- New Businesses
- Strategic Communication Management
- Selected Topics of Strategic Design

ADMISSION PROCEDURES

To be admitted into the program the following is required:

- Updated CV. Evidence of at least 2 years of professional experience.
- B.A. certificate (subjects and grades). Minimum grade average of 8
- Copy of bachelor's degree.
- Two letters of recommendation (preferably one academic and another from the workplace)
- Statement of purpose.
- Interview with the coordinator or attend an informative/interview session
- Take the general admission exam EXANI III
- Proof of English proficiency.

For further information, please contact:

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