



Postgraduate  
courses in  
**Design thinking**

2018-2019

Design, Strategy and Leadership  
Digital Design and Strategic Communications  
Innovation and Creativity in Industry  
Technology Innovation and Management for a Circular Economy

# Cranfield University

We are an exclusively postgraduate UK university with long-standing relationships with some of the most prestigious global companies. Our close collaboration with industry, and passion for the areas we operate in, mean that studying at Cranfield will open doors for you.

## Exclusively postgraduate

A career-focused learning environment

## REF2014

Research Excellence Framework

**81%** of our research is world-leading or internationally excellent.

## World-class facilities

The only university in the world to own and run an airport with full airline status on-campus

## Winner of 4

prestigious

Queen's Anniversary Prizes for Higher and Further Education



THE QUEEN'S  
ANNIVERSARY PRIZES  
FOR HIGHER AND FURTHER EDUCATION  
2015

A professional network of

**60,000+**  
alumni

We work with over **1,500** businesses and governments based in over **40 countries**

**4,600+**  
learners

"I was particularly impressed by the calibre and diversity of the guest speakers."

Thomas Wastling,  
Innovation & Creativity in Industry MDes, 2017



# Reasons to study **Design** with us

## **1 Projects with industry**

Group and individual projects are supported by external organisations, for example SABMiller, Cisco, Dragon Rouge and Oxfam.

## **2 Learning from the best academics**

Design courses are taught by subject specialists at Cranfield and invited guest speakers from industry.

## **3 Funding opportunities**

We have generous bursaries available for our programmes to help support your development.

## **4 Global connections**

We collaborate with international best practice organisations such as P&G, BSKyB and IBM to develop new leading edge tools and innovative product and service solutions. This gives students the opportunity to work on exciting projects.

## **5 Award-winning Centre**

The Centre for Creative Competitive Design (C4D) at Cranfield was named one of the world's best design schools by BusinessWeek.

## **6 Facilities**

Our award-winning eco building houses world-class facilities with a fully interactive design studio which acts as a hub of innovation between our industry partners and other centres throughout the University. The fully equipped innovation lab has various 3D printers, laser-cutters for metal and plastic engineering, meeting students' needs for building and testing concepts through rapid prototyping.

## **7 Research networks**

Our ground-breaking research in the circular economy sets us apart. Students can draw on our extensive research networks, including being one of just seven international partner 'pioneer universities' working with the Ellen McArthur Foundation.



# Design courses

**The strategic use of creativity is crucial for the success of any business and often provides competitive advantage across the marketplace. At Cranfield we work closely with leading industry employers. This ensures that our students are fully trained as professional design thinkers and innovators, who are equipped with a unique skillset that meets the needs of industry now and in the future.**

**We welcome students from a wide range of disciplines – the most important consideration is a passion for applied design-thinking and the desire to make a difference in your chosen industry.**

## Career prospects

Our alumni can be found around the world implementing design-driven innovation for business success.

Here are some examples of the type of roles our graduates have gone on to, and the organisations they work for:

### **Innovation and Creativity in Industry:**

- Isla Sutherland, Product Analyst, Sky
- Dale Walker, Researcher, The Ellen MacArthur Foundation

### **Design Strategy and Leadership:**

- Tian Tan, UX/UI Designer, Microsoft
- Sunny Wang, Concept Designer, Starbucks.



# Courses

From concept development to management, our graduates are equipped with a carefully considered combination of skills in design, management, engineering and applied science. This provides them with a unique understanding of working in multi-disciplinary teams and the ability to build a culture of innovation in any organisation. During a time when employers are becoming increasingly aware of the importance of integrating design-thinking into all aspects of the business these skills provide our graduates with a distinct advantage in the workplace.

## **Design, Strategy and Leadership** MDes, PgDip, PgCert

This unique course integrates world-class, design-driven innovation and strategic management research and teaching. You will learn to combine design leadership with creative innovation strategies to deliver the increased competitiveness desired by business across the world. Our teaching is closely aligned with professional practice to ensure that it is both cutting edge and tailored for the needs of industry - and that our graduates combine creativity with commercial realism.

## **Digital Design and Strategic Communication** MDes, PgDip, PgCert

As progress has become increasingly connected to digital solutions in recent years, capabilities in creativity, sustainability and innovation are changing. Digital innovation will move beyond the simple app into life-enhancing services and experiences. This course offers an industry-focused postgraduate experience, that hybrids digital design practices with strategic communication and brand management to capture, control and visualise complex data, and to make strategic decisions.

## **Innovation and Creativity in Industry** MDes, PgDip, PgCert

Industry and government recognise that modern business leaders need to be able to exploit creativity to improve products and services and contribute to organisational success. On this course, developed in collaboration with industry, you will gain the skills needed in multiple sectors. You will benefit from applying your new knowledge in practical scenarios, and be ready to launch a successful career in organisations from emerging entrepreneurial businesses to multinational corporations.

## **Technology Innovation and Management for a Circular Economy**

MSc, PgDip, PgCert (Part-time only)

The transition towards a circular economy has been rapid, with our changing economy placing ever-greater demands on the skills and expertise of the workforce - and the up-scaling of new models relies largely on our ability to equip current and future leaders with the skills to adapt, innovate, and flourish. This executive level, part-time course, provides industrial professionals with technological knowledge, understanding and personal competency to enable the design, evaluation and implementation of transformational solutions for the future.

For full information about each course see [www.cranfield.ac.uk/study](http://www.cranfield.ac.uk/study)

# Master's: a different way of learning

Our specialist, sector-facing master's courses are set up and developed in close collaboration with industry partners, ensuring the content of our courses remain industry-relevant and employers remain impressed with our graduates' business-readiness.

This diagram illustrates the course structure of a lot of our full-time master's courses, it is not indicative of all courses. Please check your course structure online for more detailed information, including the weight of each phase and part-time course structure variations.

An intensive learning experience, providing knowledge you need to excel in your chosen specialist field.

The ability to understand how your part of a project affects the whole, giving you a head start for the world of work.

An opportunity to think and work in an original way. For example, this could be working on a project for a University partner, delving deeper into an area of specific interest or a real-world challenge in the sector you want to work in.

**Taught programme**  
(A mixture of compulsory and elective modules)

**Group project**

**Individual thesis**

**40%**

80 credits  
800 hours

**20%**

40 credits  
400 hours

**40%**

80 credits  
800 hours

**Registration**  
(October)

**200 credits**  
**2000 hours**  
1 credit = 10 learning hours

**Completion**  
(Full-time: 1 year  
Part-time: up to 3 years)



# Group projects

**Cranfield's group project experience provides MSc students with the opportunity to take responsibility for a consultancy-type project whilst working under academic supervision.**

To give you an idea of the range of clients and projects undertaken in this area, here are some recent project titles:

- **Environcom:** Development of WEEE material separation technology for the remanufacture of consumer goods.
- **Cisco and Dragon Rouge:** Transforming the landscape of consumer goods through big data and redistributed manufacture.
- **SABMiller:** Fast moving consumer goods: Creative design and innovation project.
- **IBM:** The development of a new smart healthcare monitoring technology.
- **P&G:** Brand awareness: Building brand equity for oral care solutions.
- **Oxfam:** Development of innovative low-technology sanitation solutions for urban emergency situations.

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**We work with organisations such as:**



# Academic staff

You will be taught by a wide range of subject specialists drawn from the University staff and industry professionals who draw on their research and industrial expertise to provide stimulating and informed input to your learning experience. Here are some of the staff you will be taught by:



**Dr Fiona Charnley**, Programme Director, Senior Lecturer in Circular Innovation

Fiona completed her MSc by Research and PhD at Cranfield University and has a BA in Industrial Design and Technology from Loughborough University. Fiona has experience and expertise across a range of approaches to designing for improved innovation and sustainability. She has worked with multiple industrial clients, of varying sizes, to develop considered and creative solutions to complex social, environmental, technological and economical challenges.



**Dr Matt Collins**, Course Director for Innovation and Creativity in Industry

Matt is a highly experienced innovator and an expert in the development of medical devices and consumer products and has also developed a number of his own best-selling innovations which have created new product categories, new business models and helped to found multi-million-pound start-up companies. [www.cranfield.ac.uk/mcollins](http://www.cranfield.ac.uk/mcollins)



**Dr Adriana Encinas-Oropesa**, Course Director for Design Strategy and Leadership

Adriana's research interests include the strategic development and evaluation of materials and methodologies as innovative solutions through a sustainable vision. She has over 15 years of experience evaluating performance and degradation of materials, and has over 40 technical publications. Adriana has also helped develop British Standards for materials testing. She leads the Design, Strategy and Leadership course. [www.cranfield.ac.uk/aencinas-oropesa](http://www.cranfield.ac.uk/aencinas-oropesa)



**Dr Mariale Moreno Beguerisse**, Academic Fellow in Data-Driven Innovation

Mariale completed her PhD at Loughborough University at Loughborough University on User-Centred Design and Sustainable Consumption. She holds a Master's Degree in Design and Innovation for Sustainability at Cranfield University. She has also collaborated at the Royal Society of Arts and the Helen Hamlyn Centre for Design. She leads the Design and Innovation for Sustainability course. [www.cranfield.ac.uk/aencinas-oropesa](http://www.cranfield.ac.uk/aencinas-oropesa)



**Dr Leon Williams**, Head of the Centre for Competitive Creative Design (C4D)

Leon has successfully worked with globally acknowledged organisations such as SABMiller, IBM, P&G and Whirlpool and has led more than 50+ research projects funded by industry and/or government that operate on a global scale. [www.cranfield.ac.uk/lwilliams](http://www.cranfield.ac.uk/lwilliams)



# Key facts and statistics

## Course information



**1 year**



**Up to 3 years**



**October**



**MSc/MDes/PgDip/  
PgCert**

Not all courses offer all awards,  
see course information pages  
for details of awards offered.



**Fees**

Please see the individual course  
pages on our website for full  
fee information and full-time or  
part-time options. Terms and  
conditions apply.

See [www.cranfield.ac.uk/fee-information](http://www.cranfield.ac.uk/fee-information)

## Cohort profile\*



Geographic  
spread

**21% UK**

**32% EU**

**47% Rest of World**



Average  
cohort age

**20-30 years**



Average  
cohort size

**Approximately 7**



**47% Male**

**53% Female**

\*These figures give an indication of the course  
make-up at registration across our Design  
programme for the entry year 2016-2017.

"I really enjoyed the entire year at Cranfield. One of the best parts was the group project, as we manage to create a great multicultural and multidisciplinary team, along with a company committed to the project. The process and result were amazing."

**Oscar Ponte Rivas,**  
Innovation and Creativity in Industry MDes, 2016



# Financing your studies



**Paying for a course at university and the associated living costs is a serious investment and can be a major challenge for students. Some students are sponsored by their employers, but many fund their studies from a combination of sources such as bursaries or scholarships, savings or loans.**

There are a range of funding options, dependent on factors such as which course you intend to take, your country of origin, your academic results, whether you will study full or part-time and even your gender. Some bursaries cover part or all fees, and others cover living expenses too.

Visit the 'Fees and Funding' section of the course webpage to find details of course specific funding. You will also discover information about other, more general, scholarships, bursaries and loans on our 'MSc Funding Opportunities' page. Alternatively you can email [study@cranfield.ac.uk](mailto:study@cranfield.ac.uk)  
**[www.cranfield.ac.uk/funding](http://www.cranfield.ac.uk/funding)**



"As soon as I made up my mind to pursue my master's at Cranfield University, I was actively seeking funding. It was a challenge, but signing up for the Cranfield Postgraduate Loan Scheme was ideal for me as many other commercial banks had given me significantly more expensive quotes."

**Sobit Thapa,**  
MSc student, 2015



# How to apply

## The application process

- 1 Visit the course page online and review the entry requirements
- 2 Click 'Apply now'
- 3 Register to use our online application system, you can then create, save and amend your application before submitting it
- 4 Complete the online application form
- 5 Submit supporting admission documentation with your application or at a later date using our online portal
- 6 You may be invited for interview, depending on your course. If you are based outside the UK you may be interviewed by telephone or video call
- 7 You will receive a decision about your application by email

## Entry requirements

Candidates must possess a UK Honours degree from a range of disciplines from design to management or engineering subjects, or their international equivalent. Other relevant qualifications together with considerable industrial experience may be considered.



### Research degrees

We are a world-class destination for research degrees, endorsed and funded by several UK councils. The Cranfield Doctoral Network provides a supportive community, offering additional transferable skills training. **Find out more** [www.cranfield.ac.uk/research](http://www.cranfield.ac.uk/research)

### Executive development

Over 20,000 delegates benefit from our short courses every year, covering a wide range of professional and technical topics. **Find out more** [www.cranfield.ac.uk/exec-courses](http://www.cranfield.ac.uk/exec-courses)

### Life at Cranfield

We have a range of accommodation options and extensive sports and recreation facilities. **Find out more** [www.cranfield.ac.uk/lifeatcranfield](http://www.cranfield.ac.uk/lifeatcranfield)

### Further information

There are other leaflets in this series covering other MSc courses and research degrees, as well as a Student Guide for those moving to the UK and our prospectus.

**Search for these on our website or email** [study@cranfield.ac.uk](mailto:study@cranfield.ac.uk)

**Cranfield University is an impressive environment, with cutting-edge research facilities. It is situated in beautiful countryside, between Milton Keynes and Bedford, with quick and convenient links to London and major UK airports.**

**Full directions are available at [www.cranfield.ac.uk/visit](http://www.cranfield.ac.uk/visit)**



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