



Design
Management
**Professional
Diploma**

Tomorrow's
design leaders

“The way design is led and managed is the critical success factor, not the size of the budget”

—
Chiva and Alegre

Investment in Design and Firm Performance



As design becomes an increasingly important business function, designers and those who lead design teams, require a broader range of skills to translate strategy into practice, managing people and budgets while supporting a culture of creativity, and dealing with multiple stakeholders.

Design Management Professional Diploma

The Design Management Professional Diploma has been developed to empower designers and design managers with the tools, processes and methodologies to successfully manage design as a key business resource.

The programme has been developed by PARK, a world-leading consultancy in design management and leadership. Endorsed by design councils globally, alumni include Sony, Mars, Unilever, Novartis and GSK.

Who is it for?

The programme is aimed at anyone working in design management or aspiring to be an agency owner, design director, design/account/studio manager or team lead.

Time Requirements

- 12 modules spread over 12 months
- 12 days in total away from studio
- 5 hours per week to cover course material, assignments and team projects

Structure & Format

The one year blended intensive learning programme is a mix of online, classroom and 1:1 coaching, and is thoughtfully designed to meet the needs and work environments of practising multidisciplinary design teams, while equipping them with the essential tools to lead change in their industries.

Workload & Assignments

A minimum of 5 hours per week is expected to cover the course material and additional time is required for assignments and team projects. Case studies and assignments are tailored to the industry profile of each cohort.

To attain the Design Management Professional Diploma, participants are assessed on each module via a variety of practical assignments. The programme emphasises the practical application of knowledge to benefit participants and their organisations. Assessment workload is set across the programme to allow participants to successfully combine learning with work and life demands.

Course Timeline and Modules 2021

- 20th & 21st Jan 2021**
Design Leadership | Design Management
Design Quality | Design Process
- 23rd & 24th Feb 2021**
Coaching
- 24th & 25th March 2021**
Design Language
Design Value
- 29th April 2021**
Coaching
- 19th & 20th May 2021**
Service Design
Design Strategy
- 24th June 2021**
Coaching
- 17th & 18th August 2021**
International exchange visit to Munich (tbc)
Design CX
Design Briefing
- 16th September 2021**
Coaching
- 2nd & 3rd Nov 2021**
Final Presentations
and Evaluations



Frans Joziase
Programme Director

Frans is a thought leader in design management and leadership, and founding partner of PARK Strategic Design, an international strategic design management consultancy working with clients including Audi, LEGO, Roca, Coty, Miele, Unilever, Johnson Controls, GSK, BMW and Roche. Frans holds an MBA Design Management from the University of Westminster (London) and lectures/teaches at several universities in Europe and the US. In 2011 he co-founded Grow, a leader in design management education, which is now delivered in both Europe and USA.



James Hall
Course Director

James is an industrial design graduate and consultant in PARK Strategic Design. He began his design career at LEGO designing new toy-based play experiences, and progressed from Design Manager to Design Director, leading and managing small and large teams. In 2010, James moved to Hasbro as Design Director, and in his consultancy role now works on design leadership across many different industry segments with a specific focus on design strategy, design organization, processes and tools. His clients include Niko, Grundfos, Unilever, Bang & Olufsen and LEGO.

“The programme provided us with mentorship, a toolkit, and time to focus on how to position design as a strategic capability within our business.”

—
Connor Upton, Group Design Director Fjord

“The Design Management Professional Diploma was ideal - I wanted to be able to develop my understanding of management and leadership in a design context, and this programme really delivered on that”

—
Ciara Ní Bhrolcháin, Senior Graphic Designer, Savills Ireland

Location

Design Skillnet

120, WeWork Charlemont Exchange
Charlemont Street,
St. Kevin's, Dublin 2, Ireland

Price & Payment Options

Member: €5,495

Non-member: €9,995

Please contact us directly on
info@designskillnet.ie to
discuss your interest and for
membership options

Application

Closing date for application
is Friday, 11th December 2020.
Apply directly to
info@designskillnet.ie

Course Dates and Modules

20th & 21st Jan 2021

Design Leadership
Design Management
Design Quality
Design Process

19th & 20th May 2021

Service Design
Design Strategy

24th June 2021

Coaching

23rd & 24th Feb 2021

Coaching

17th & 18th August 2021

International exchange

visit to Munich (tbc)

Design CX

Design Briefing

24th & 25th March 2021

Design Language

Design Value

29th April 2021

Coaching

16th September 2021

Coaching

2nd & 3rd Nov 2021

Final Presentations
and Evaluations

Endorsed by:



Alumni include:

