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

Structure & Format

The ten month 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 2022

29th & 30th March 2022
(Physical face to face in Dublin)*
Design Leadership | Design Management
Design Quality | Design Process

Coaching**

24th & 25th May 2022
(Online)
Design Language
Design Value

Coaching**

23rd & 24th August 2022
(Online)
Service Design
Design Strategy

Coaching**

8th & 9th November 2022
**Online or international exchange
visit to Germany (tbc)**
Design CX
Design Briefing

Coaching**

17th & 18th January 2023
(Physical face to face in Dublin)*
Final Presentations
and Evalutions

** Face to face sessions dependent
on Covid restrictions permitting.
** One to one coaching sessions, time
and dates arranged individually with
course director to suit your schedule.*

Frans Joziasse
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.

James is an amazing, engaging teacher and I learned so much from my classmates. We dived into topics such as Design Strategy and Service Design, the assignments and presentations really helped me to understand the areas of design a Design Manager might oversee. The course really set me up for success in my new Leadership role! I still refer to the worksheets and the toolkit and it was an incredible investment into my career.

—

Niamh Harman, Lead UX/UI Designer, Salesforce

The course exceeded my expectations. I learnt more, was more challenged and brought more back to my day-to-day work than I had anticipated. It was great. Thank you.

—

David Wall, Head of Design, McCann Dublin

Location

Design Skillnet
WeWork, 2 Dublin Landings
N Wall Quay, North Dock
Dublin 1, Ireland

Price

Member* €5995
Non-member €9995

*Member rate available to professional, private sector members of the IDI, IAPI, ICAD and 100 Archive whose businesses are based in the Republic of Ireland.

Please note the cost of flights and accommodation for the exchange visit are not included in the programme fee.

Instalment plans can be discussed. Please contact us directly on info@designskillnet.ie to discuss your interest and for membership options

Application

Closing date for application is Friday 11th March 2022. **Contact** info@designskillnet.ie for an application form.

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Service Design
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International exchange visit to Germany or online (tbc)
Design CX
Design Briefing

17th & 18th January 2023
Final Presentations and Evalutions

Between Modules
Individual coaching sessions

Endorsed by:

Alumni include: