

# Learning Lines Design Research

In order to do design research, students of the master design programme define and frame their design question. They break down this question into a number of sub questions – the starting point of many different iterations. They research by finding answers through design together with participants, and by investigating the context of their question, based on professional sources and dialogues with experts. The iterations are interwoven, leading to new questions and to design choices. This allows them to discover how their design can be realised and when it is successful.

Students integrate methods and tools provided by the master design programme toward the development of a personal methodology. Throughout their design research, they formulate their questions and approaches more and more specifically, and develop a personal strategy for doing design research. Iterations featuring well-designed materials, supporting scenarios and specific participants thus lead to relevant knowledge, choices and designs.



Personalised knitwear Maartje Boer



Social Food Design Karlijn Souren

# Storytelling

Students apply storytelling in order to reflect upon and tell about their design research. Though the design itself communicates everything they wish to share, there are also other aspects to consider. At various moments during their process, students explain their motivations, choices and goals. They do this through all kinds of visual essays, such as research blogs, presentations and events. A common characteristic of these different forms is that images and words are seen as equally valid resources, and that medium and design support the narrative.

Involving participants in the development of a design requires an open approach toward sharing a narrative. Students do this through tell & show, explaining their design choices using documented materials.

As they progress through the programme, students increasingly find their own voice within a convincing and engaging form of storytelling.

# New Practices

Students of the master design programme relate to new practices within the creative domain. They contribute to these practices by developing a new and relevant professional role within their own context. Through their design research, they are able to clearly and solidly position themselves as experts within new professional networks. They develop these networks through their collaborations with various participants: users of their designs, peers, experts and stakeholders.

Students learn to assess the value of the knowledge and the design resulting from their design research. They apply this value in an impactful vision of their new practice: what will they be doing, who will they be involving, how will they be communicating their narrative? The master design programme helps students to clearly and solidly define a new position within relevant contexts.



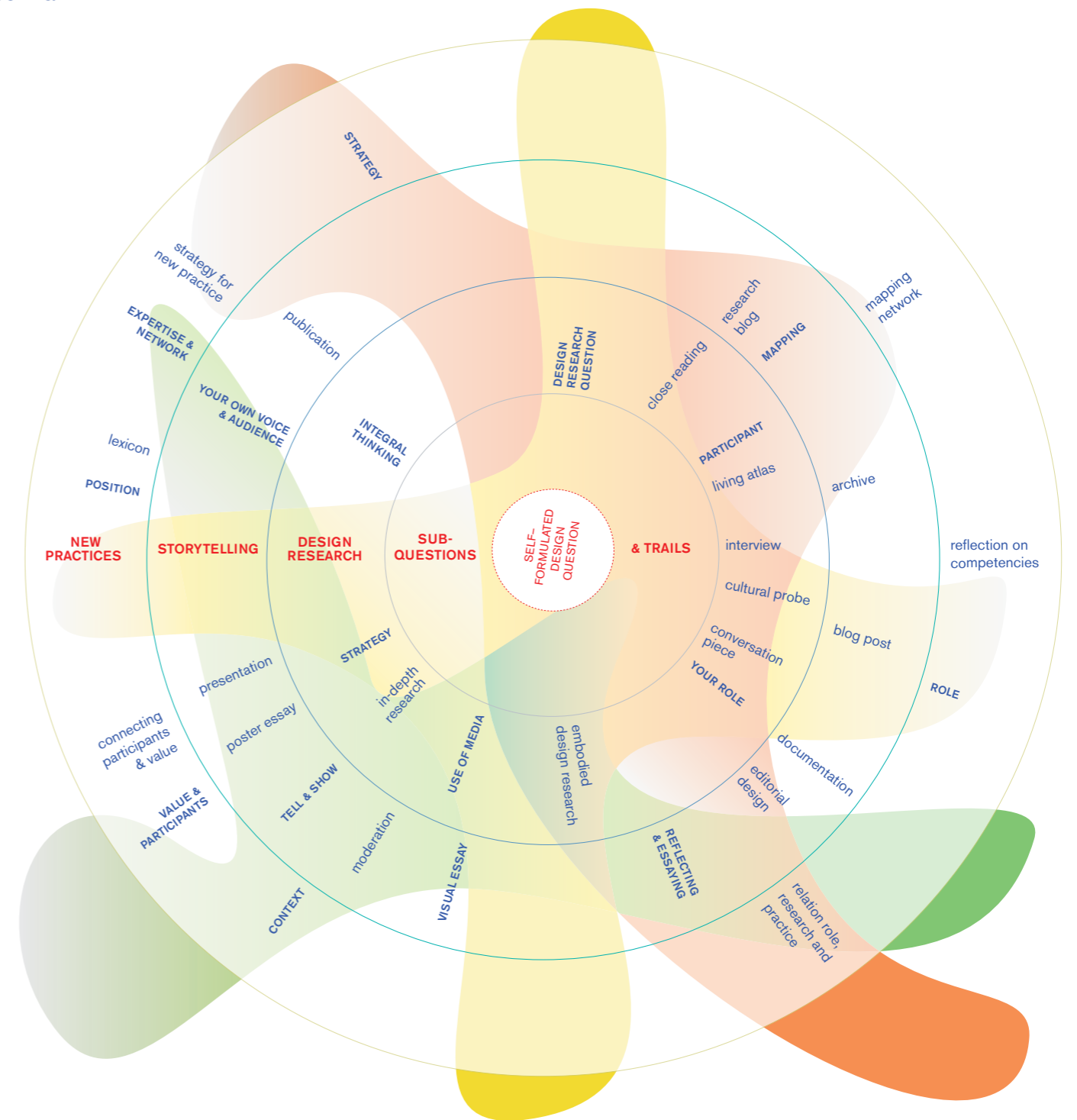
Materiaal Beeldgesprekken Britt Hoogenboom

# Master Design

Based upon their own design question, students of the master design programme learn to apply a designerly and in-depth approach to design research. They constantly reflect on what they discover and convey their work and expertise through storytelling. They combine and integrate this part-time master with their design practice, renew their own role and thus that of creative professionals in society and organizations. They contribute to social, environmental and technological change. The combination of participatory work and authorship is central.

The Master Design has a specific methodology, connected through three learning lines. The programme's curriculum includes workshops, lectures and coaching sessions in which this methodology comes up.

The Master Design Circle represents the programme's methods and lemmas.



# Entrance Exam

## Application Portfolio and Assessment

If you think the Master Design suits you, feel encouraged to do the entrance exam. The application portfolio must be submitted in our online application tool before the specified deadline.

From Tuesday 1 December 2020 you can use the online application tool on [wdka.nl/admission](https://wdka.nl/admission) if you wish to apply.

Note: You first need to register in [studielink.nl](https://studielink.nl), where you have to fill in:

- **22 OJ** (this stands for the Hogeschool Rotterdam or Rotterdam University of Applied Sciences)

- **49098** (this stands for the Master Design, part-time)

This process can take a few days before you receive an email with the 7- digit student number you need to apply in our online application tool.

Within one week after the application assessment, you'll be informed whether you have been admitted.

Though attending the Open Days or taking part in the Application Workshops (which addresses competencies and professional performance as well as context and design question) isn't mandatory, you are strongly encouraged to do so. This preparatory programme will provide you with valuable input for the entrance exam. Information can be found on:

[wdka.nl/application-deadlines-master-design/](https://wdka.nl/application-deadlines-master-design/)

NOTE: When admitted, students from the EU may be asked for an English Language Certificate – please find out with us if that would be applicable to you.

### Master Design Starting Level

During the entrance exam, which provides you with opportunities to demonstrate your skills, knowledge, abilities and goals, two teachers will assess whether you meet the required starting level of the programme.

#### Design research

- You are potentially able to research possibilities through a designerly and in-depth approach.
- You demonstrate a practical and process-oriented working attitude.

#### Storytelling

- You reflect in an open and curious way.
- You present a clear and logical narrative.

#### New Practices

- You are potentially able to put your design question in a relevant and contemporary context.
- You are confident and future-oriented

### Contact

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Website: [wdka.nl/programmes/master-design](https://wdka.nl/programmes/master-design)

Mail: [wdka.masterdesign@hr.nl](mailto:wdka.masterdesign@hr.nl)

### 01\_Resume

> *maximum 1 A4-sized page*

A summary of your professional development:

- Name, address, date of birth, place of residence, nationality
- Previous education and work experience
- Brief description of current work/activities

### 02\_Motivation Statement

> *maximum 1 A4-sized page*

Here you indicate your concrete learning goals (a personal development plan) within the master design programme, while also referring back to your reflections upon the competencies under 03.

### 03\_Portfolio

The portfolio consists of a document with two parts:

#### A reflection upon your Professional Performance

> *maximum two A4-sized pages (text and images) for each competency*

You address each of the seven competencies of the master design programme and the linked professional performance: how does your way of working relate to these. You reflect separately upon each competency.

Based on a number of key works, you clearly demonstrate your work process, and how you think you have achieved the starting level of the master design programme.

A key work could be a design, a project, or a presentation from your professional practice. Use 4-7 key works for these seven reflections, meaning that you may refer to the same key work multiple times.

For each competency a key work shows:

- The specific design question
- The practical and substantive context of your working and activities
- The specific participants
- Your final design
- Your performance as a professional (here you refer to the description of the specific master design competency)

#### A poster pitch about your Design Question

> *A2-sized poster*

The poster shows your design research proposal. What could be a possible **design question** for you? In which practical and substantive **context**, with which **participants**, and in which **relevant new practices** you wish to find an answer to this question?

### Application Assessment

> *duration 45 minutes*

The application assessment begins with a brief presentation (10 minutes) in which you provide additional information on highlights from your application portfolio. Based on this presentation and on your portfolio, the teachers will interview you in order to determine whether you are indeed a suitable candidate for the master design programme.

# Competencies

## Master Design

The master design programme focuses on the further development of your professional performance within the programme's seven competencies, all of which are addressed within the entrance exam.

The master design competencies are related to the three learning lines:

- Design Research: MD 1-2-7
- Storytelling: MD 5
- New Practices: MD 3-4-6

### MD 1. Creative Ability

Based on design research, the designer realises designs that are authentic, meaningful and valuable within social and design contexts.

#### Professional Performance

- 1.1 You make good use of the specific possibilities of (new) media, techniques and materials in the design of your iterations.
- 1.2 You develop tools and scenarios for the benefit of your own research methods.
- 1.3 You apply the results of your design research in a design.

### MD 2. Researching Ability

The designer researches and answers a self-formulated design question by strategically conducting design research using a designerly and in-depth approach.

#### Professional Performance

- 2.1 You formulate (design) questions which you research using designerly and in-depth methods.
- 2.2 You facilitate a suitable further development of your (design) questions within your design research.
- 2.3 You connect various types of iterations within your design research.
- 2.4 You document the results of the various iterations using media that are suitable to your approach.
- 2.5 You develop new knowledge and skills through your design research.

### MD 3. Innovative Ability

The designer develops and deepens his/her work and work process, leading to innovations within their own practice and within social and design contexts.

#### Professional Performance

- 3.1 You apply new knowledge and skills.
- 3.2 You (collaboratively) develop transformative processes.
- 3.3 You contribute to new insights within your own professional context.

### MD 4. Organisational Ability

The designer organises and realises his/her own design research and design.

#### Professional Performance

- 4.1 You find a new role as an expert through your design research.
- 4.2 You establish a new professional network.
- 4.3 You develop a strategy for your new practice.

### MD 5. Communicative Ability

The designer shares his/her design research, choices and design, through clear and well-argued storytelling, with experts, peers and other participants.

#### Professional Performance

- 5.1 You reflect, independently and with others, upon your design research and your designs.
- 5.2 Your narrative combines designerly and in-depth approaches to design research.
- 5.3 Using tell & show, you share the topic and methods of your design research, what you have learned, and how this has shaped your design choices.
- 5.4 You communicate your narrative through coherent designs and visual essays.

### MD 6. Context Awareness

The designer positions his/her design research (work and work process) within social and design contexts and based upon a convincing vision.

#### Professional Performance

- 6.1 You relate to new practices and social developments that are both international and contemporary.
- 6.2 You position yourself as an expert within your professional context.
- 6.3 You are able to explain and defend your vision.
- 6.4 You share the value of your design research and your designs.

### MD 7. Collaborative Ability

The designer generates conditions for collaborations with relevant participants.

#### Professional Performance

- 7.1 You organise collaborations.
- 7.2 You develop a process that respects and justifies all participants relevant to your design research.
- 7.3 You make deliberate use of your own qualities within collaborations.
- 7.4 You assume responsibility for the results of the collaboration.