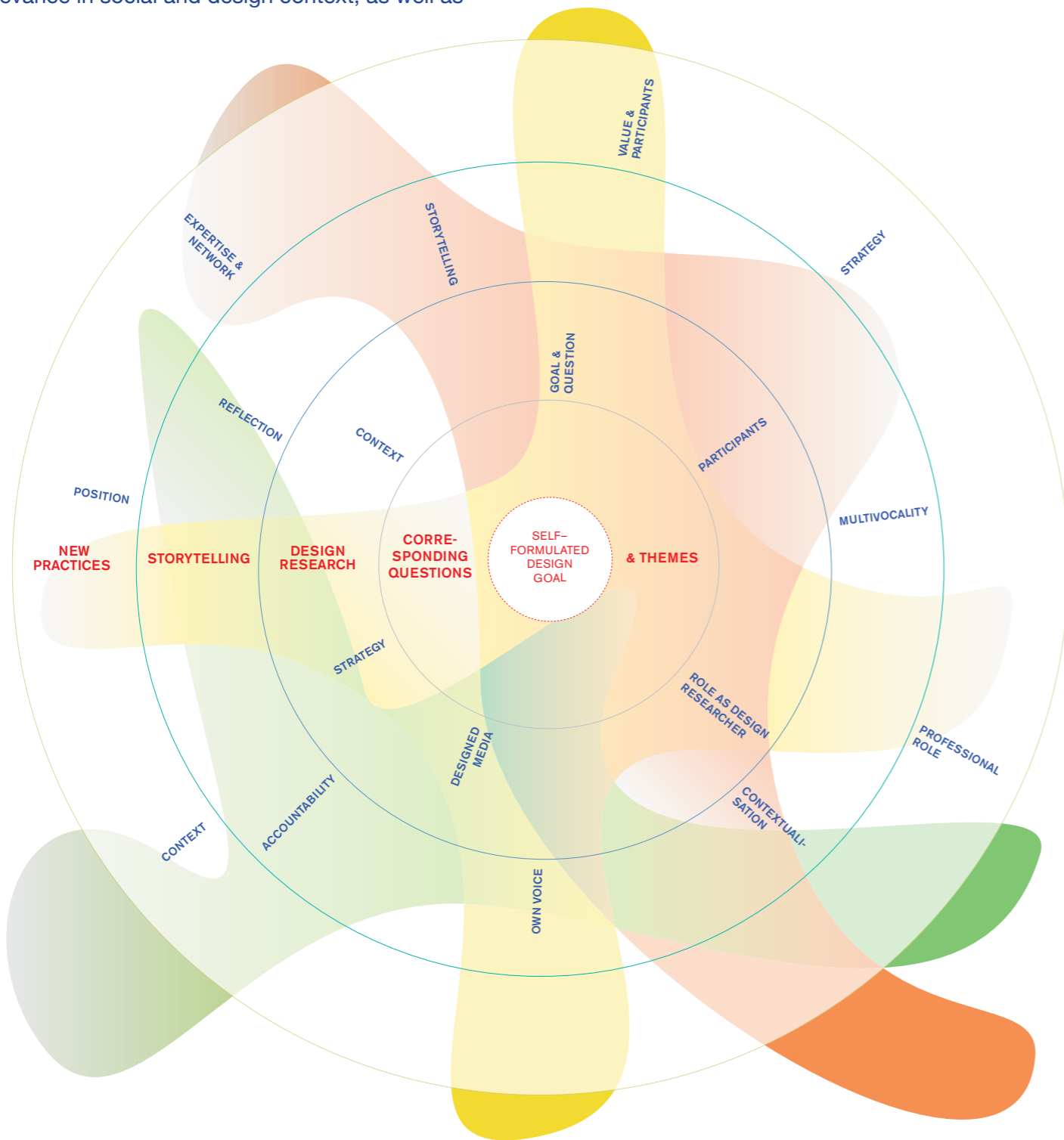


Master Design

Based upon their own design goal, students of the Master Design learn to apply a designerly and in-depth approach to design research. They constantly reflect on what they discover and share their work and expertise through storytelling. Combining and integrating this part-time master with their design practice, they 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. Relevance in social and design context, as well as

accountable design research and storytelling, are central in obtaining the master level.

The pedagogical vision of the Master Design is connected in three learning lines. Its curriculum includes workshops, lectures, a field trip and coaching sessions in which reflection in an on action form an important element. The Master Design Circle represents the principles of the course in its lemmas, key concepts that carry the curriculum.



Learning Lines Design Research

To do design research, students define and frame their design goal and corresponding questions. These questions form the starting point of different iterations of research. Together with participants, they find answers through designerly methods grounded in in-depth research. All iterations are interwoven, leading to new questions or design choices. This allows students to discover how their design can be realized and when it has impact.

Students integrate methods and tools provided by the Master Design into the development of their personal methodology. Throughout their design research, they formulate their questions and approaches more specifically, thus building a strategy for doing design research. Iterations feature well designed materials, supporting scenarios and specific participants, leading to relevant knowledge, choices and designs.



Experimenting | Judith Sanders



In context | Anne Karin ten Bosch

Storytelling

Students apply storytelling, in which their design plays a central role, to reflect upon and tell about their design research. At various moments during their process, they share their motivations, choices, and goals. They do so through different media, such as a living atlas, blog post or presentation. A common characteristic is that text, images, sound etc. are seen as equally valid resources, and that medium and design support the narrative. Involving participants in the development of their design, requires an open approach. Using their documented research, they make arguments for an accountable way of getting to their design goal. As they progress through the programme, students increasingly find their own voice within a convincing and engaging form of storytelling.

New Practices

Students relate to emerging practices within society and design. They contribute to these practices by developing a new professional role within the context of their design research. Through their methodology, they can clearly and solidly position themselves as experts within new professional networks. They develop these networks through collaborations with participants, such as users of their designs, peers, experts and stakeholders.

By understanding the value of the knowledge and the design resulting from their design research, they position themselves impactful in their new practice, in what they do, in whom they involve, in how they communicate their narrative. The Master Design helps them clearly and solidly define their vision within relevant contexts.



Iteration explained | Milou Voorwinden

Application Assessment 2024-26

If you think the Master Design suits you, feel encouraged to do the Application Assessment. The accessory Application Assignment must be submitted in our online application tool beforehand. Based on your material we decide whether to invite you for the assessment or not.

Within one week after the Application Assessment, we let you know whether you are admitted. Though attending the Open Days or taking part in the preliminary workshops (which addresses competencies and professional performance as well as design goal and relevant context) isn't mandatory, you are strongly encouraged to do so. Those provide you with valuable input for the application.

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 application, 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 Master Design. You show a potential attitude of:

- > understanding possibilities
- > reasoning practical & logical
- > researching open & curious
- > working confident and future-oriented

Contact

Willem de Kooning Academy/Piet Zwart Institute
Master Design
address Wijnhaven 61 | 4 th floor | Rotterdam
website <https://www.pzwart.nl/master-design/>
mail wdka.masterdesign@hr.nl

Application Assignment

01_Resume

> pdf, 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

> pdf, maximum 1 A4-sized page

You indicate your concrete learning goals within the Master Design programme, referring back to your reflections upon your professional performance under 03.

03_Portfolio

The portfolio consists of a document with two parts:

A reflection upon your Professional Performance

> pdf, maximum two A4-sized pages for each competency.

(so 14 pages text and images in total)

You address each of the seven competencies of the Master Design and the linked professional performance: how does your way of working relate to these?

Through a key work you reflect upon each competency separately, clearly demonstrating your design process.

A key work can be a design, a project, or a presentation from your professional practice. Use 4-7 key works in total, which means that you may refer to the same key work for more competencies.

For each competency a key work shows:

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

Mapping of your Design Goal

> pdf, digitally readable

The mapping shows your proposal for your design research. What could be your design goal, which are corresponding questions? With which participants, and in which relevant new societal and design practices, you wish to find answers to fulfill your goal?

Application Assessment

> duration 30 minutes

You begin the application assessment with a brief presentation (5 minutes) in which you highlight information from your application portfolio and motivation statement, maybe making additions.

After that, the tutors interview you to determine whether you are a suitable candidate for the Master Design.

Competencies Master Design

Important part of the Master Design is the further development of your professional performance within the programmes seven competencies, all of which are addressed during the application.

MD 1. Creative Ability

Based on design research, the designer realizes designs that are authentic, meaningful and valuable within societal 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 designs.

MD 2. Researching Ability

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

Professional Performance

2.1 You reformulate & answer your design and sub questions using designerly and in-depth methods.

2.2 You connect various types of iterations within your design research.

2.3 You document the results of the various iterations using media that are suitable to your approach.

MD 3. Ability to Innovate and Transform

The designer develops and deepens his/her work and work process, leading to innovations through his/her own practice in societal and design contexts.

Professional Performance

3.1 You develop and apply new knowledge and skills within your context of participants.

3.2 You (collaboratively) develop transformative processes.

3.3 You contribute to new insights within your own professional network.

MD 4. Organizational Ability

The designer organizes and realizes 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 and actively interact with professionals in it.

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 & Network 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 societal developments that are both international and contemporary.

6.2 You position yourself as an expert within your professional network.

6.3 You are able to explain your vision and defend it in your professional network.

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 organize collaborations within your professional network.

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.