



SRH Berlin University of Applied Sciences
Berlin School of Design and Communication

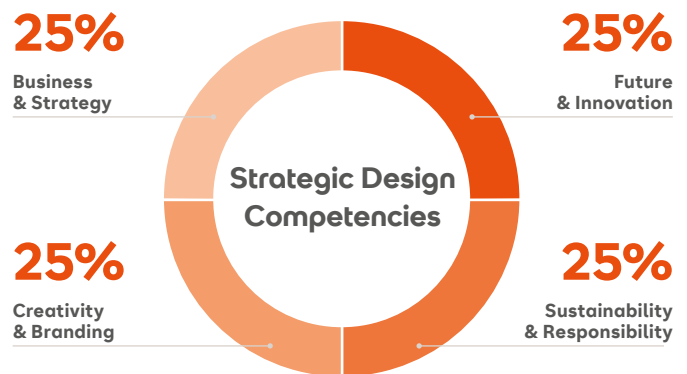
Strategic Design | M.A.

Our Unique Curriculum for You

Our Master's in Strategic Design will teach you to combine a strategic mindset with a creative approach. Design goes beyond aesthetics and can change the world by generating sustainable holistic solutions. Strategic Design considerably impacts today's society, affecting politics, business, and culture. We created this programme to equip you for a life as a design professional in a business context: It combines relevant theory with a hands-on approach, thus providing the perfect setting for interactive and intercultural learning. Work on real-life projects while experiencing the magic of teamwork, and benefit from Berlin's inspiring and dynamic environment.

Competencies and Curriculum

- Complex problem solving
- Strategic innovation methodology
- Future strategies and systemic design
- Social innovation and purpose driven design
- Human/life-centred sustainable design
- Entrepreneurial and critical mindset
- Interdisciplinary and intercultural team work



Semester 1

Strategic Design Mindset | Innovation Strategies, Design Thinking, Agile/Lean Principles

Strategic Design Research | Ethnography, Participatory and Systemic Design

Strategic Design Synthesis | Data Analytics, Strategic Information Design

Content Management | Methodology Toolbox, Individual Mentoring

Theory I | Branding, Sustainability and Media Ethics

Profession and Best Practice I | Art, Design and Intercultural Context

Semester 2

Strategic Design Creation | Ideation, Critical Design, Future Studies

Strategic Design Realisation | Prototyping, Testing

Strategic Design Implementation | Change Management, Transformation Design, Presentation Skills

Publication | Academic Writing, Individual Mentoring

Theory II | Sociology, Media Ethics, Brand and Personality

Profession and Best Practice II | Creative Industries and Entrepreneurship

Semester 3

Purpose Driven Innovation | Introduction and Research

Purpose Driven Innovation | Synthesis and Creation

Purpose Driven Innovation | Realization and Implementation

Strategic Design Manifesto and Portfolio

Theory III | Academic Writing, Thesis Framing, Sustainability

Profession and Best Practice III | Leadership and Workshop Design

Semester 4

Master's Thesis

Your Future Career

Work in the field of (strategic) design thinking, innovation management, sustainable and systemic design, communications and brand strategy. Further fields include experience design, service design, circular design, social design, design research, future studies, transformation design, branding, innovation consulting and creative direction.

Your Success Is Our Mission

- Bridge the gap between strategy and design
- Balance theoretical and practical knowledge
- Personal guidance by our academic teaching staff
- Experience a multicultural and interdisciplinary environment
- Build your personal network in the creative industries of Berlin
- Learn via unique competence-based teaching concept: CORE
- Profit from a state-accredited programme recognised worldwide

Financing Your Studies

- EU students have access to 100% financing via "Study Now, Pay Later", solidarity-based initiatives designed to allow equal opportunities for all. Reimbursement starts after graduation and reaching a minimum income threshold.
- Non-EU students can take advantage of student loans/scholarships in their home country. Remarkable students may be considered for our Scholarship Programme and win up to 50% on their year 1 tuition fees.

"I learned how to approach complex problems as a designer – not only with the right tools, but also the right mindset."

Key Facts and Figures

Start

October

Duration

2 years

Mode

Full time

Credits

120 ECTS

Degree

Master of Arts

Language

English

Tuition Fees

EU: €790 per month

Non-EU: €5,700 per semester

CORE Principle

Find all information on our CORE Principle here:

www.srh-berlin.de/en/core



Pascal Faro, USA
Graduate

Our Berlin-Based Master's for Strategic and Creative Minds

Berlin School of Design and Communication

Located in Kreuzberg, Berlin's rising creative scene of innovative start-ups and digital media, the Berlin School of Design and Communication focuses on competence-oriented teaching, visionary project collaborations and close exchange with partners in the creative industry. We specialise in various disciplines such as photography, film, illustration and strategic design as well as digital product development and marketing communication. Experience the Berlin way of life while working with our lecturers on developing valuable skills for your future in the industry!

Entry Requirements

- Min. 3-year Bachelor's degree (180 ECTS) from an accredited university or an equivalent work experience, in the areas of design, architecture, fashion, art or similar.
- Transcript of Records
- Proof of English proficiency: IELTS 6.5. We accept: Academic IELTS, IELTS Indicator | TOEFL iBT | PTE | CAE/CPE | Duolingo
- Portfolio with 15-20 own creative works
- Letter of motivation
- CV
- Copy of your passport/ID

Any questions?
We're happy to help out.
Email us or give us a call.
+49 30 515 650 200
studyinberlin@srh.de
www.srh-berlin.de/en

Find out more!

