

New in 2024

Master of Design (Strategic Design)



Define strategic design at QUT

- QUT's strategic design integrates creativity and strategic decision-making for complex challenges.
- Emphasis on ethical decision-making, balancing commercial and sustainability aspects.
- Equips students to navigate and influence the competitive landscape, grasping broader design impacts.
- Graduates emerge as visionary leaders fostering change and innovation across professions.



What kind of students are best suited for this course?

- Ideal for students passionate about leveraging creative skills for strategic impact across industries.
- Designed for individuals interested in influencing strategic and ethical considerations in real-world settings.
- Seeking students who enjoy merging creativity with strategic thinking to solve complex problems.
- Professionals seeking leadership roles, and non-designers from business, marketing, technology, or innovation backgrounds aiming to integrate design thinking into their practice.

What sets this program apart from its local competition?

- Interdisciplinary Approach
- Cutting-Edge Topics
- Focus on Ethical and Prudential Decision-Making
- Strong Industry Connections
- Multiple Entry Points
- QUT's Design Research Excellence



Ethical and responsible design

- Cultivates sustainability, social responsibility, and life-centred approaches.
- Builds trust, compliance, and innovation, boosting reputation and economic benefits.
- Helps designers adapt to changing societal values, address global challenges, and refine leadership skills.
- Produces sustainable, inclusive solutions for competitive advantage, ensuring market success and societal/environmental benefits.



How do QUT offerings compete globally?

- Design Excellence: Influenced by top-tier design research and senior academics, our curriculum fosters innovation.
- Ethical Decision-Making: Emphasising ethical and strategic acumen, we empower students to make impactful choices in a dynamic environment.
- Campus Experience: With a dynamic campus life, interactive professors, cutting-edge facilities, and industry ties, we offer real-world exposure and networking chances.



Engagement with industry

- Industry Projects
- Guest Lectures and Workshops
- Capstone Projects
- Key Industry Partners: Adobe, BMW Group, ARM Hub, QLD Department of Transport and Main Roads, Queensland Health and many more.

What is the curriculum and teaching approach of the program?

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|---------|---|-----------------------------------|--|------------------------|
| Y1 / S1 | Design Strategy & Leadership ¹ | Participatory Design & Engagement | Design Tools & Tactics | Electives ² |
| Y1 / S2 | Design Ethics & Impacts | Designers as Intermediaries | Digital Design & Technology | Electives ² |
| Y2 / S1 | Design Discovery & Review ³ | Design Project Brief ³ | Design Research & Methods ³ | Electives ² |
| Y2 / S2 | Advanced Design Project ³ | | Speculative Design & Futuring | Electives ² |

1: feat. ARM Hub, BMW Academy, HEAL Lab, and SoD/DL projects as case studies; 2: electives can be exchanged for a 48 CP study abroad semester; 3: can count towards 25% “significant research component” eligibility rule for PhD admission. Advanced Design Project unit then becomes “Design Dissertation.”

Unique features or specialisations in the program?

- **Research Pathway:** Students explore design research methods, conducting independent studies.
- **Project Pathway:** Engage in practical design projects with industry partners, fostering skill development and immediate employability.
- **Elective Flexibility:** Tailor your education to match your interests and career aspirations through elective options.



Faculty members and their expertise

- **Experts in their field:** Fashion, visual communication, interaction design, and industrial design.
- **Active Contributors:** Publications in academic journals and keynote presenters in domestic and international conferences.
- **Real-World insights:** Industry insights and connections brought into the classroom, providing invaluable mentorship for students throughout their academic journey.





Technical knowledge and strategic leadership

- Graduates adeptly handle digital design tools, AI platforms, and research methods for effective team management.
- Emphasis on critical and lateral thinking, strategic decision-making, and sustainable design leadership for mutual benefit.
- Graduates navigate ethical challenges, bolstering credibility and trust through ethical standards and social responsibility.

What is a job example a graduate can expect after completing the program?

- Design director
- Design educator
- Design researcher
- Design thinking facilitator
- Entrepreneur
- Innovation consultant
- Principal design strategist
- Product owner
- Senior business analyst
- Service designer
- Social impact designer
- Strategic design manager

Professional Recognition

- The course is accredited by the Design Institute of Australia (DIA).
- Accredited Designers, receive benefits like business support, mentoring, access to practice notes, and development programs.
- Accreditation enhances graduates' professional standing and offers valuable resources and support for their design careers.



Advice for prospective students

Research Excellence: Explore our School of Design's scholars' credentials and recent work, reflecting QUT's global standing and project diversity.

Tailored Postgraduate Experience: Our on-campus postgraduate experience molds ethically grounded professionals prepared to make a positive global impact.

