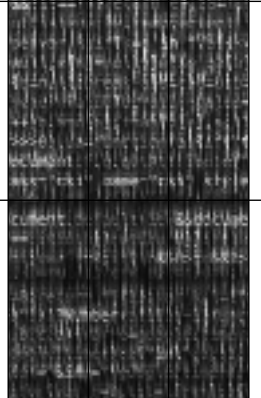
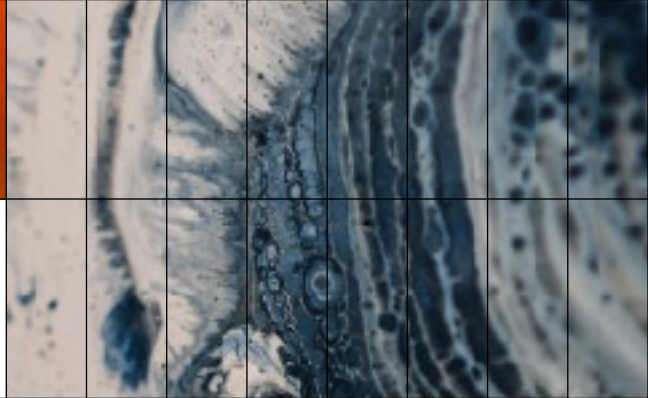
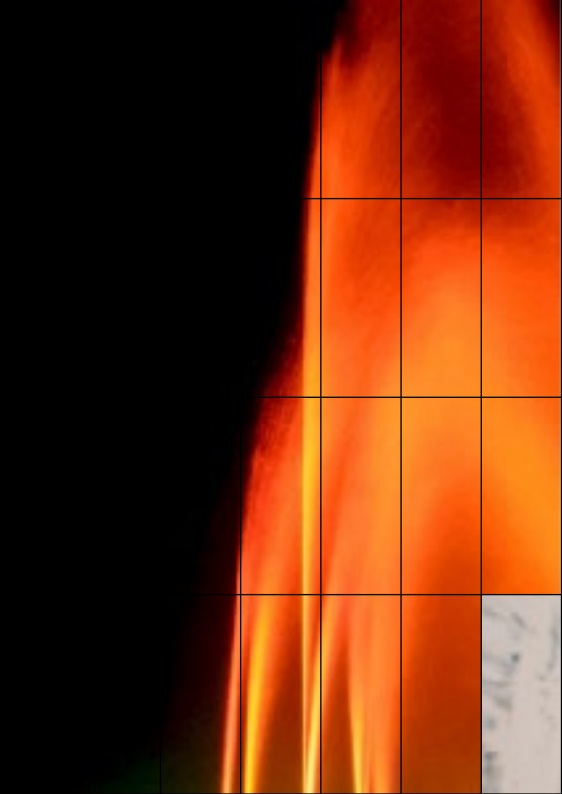


# Postgraduate studies



Postgraduate studies

Courses

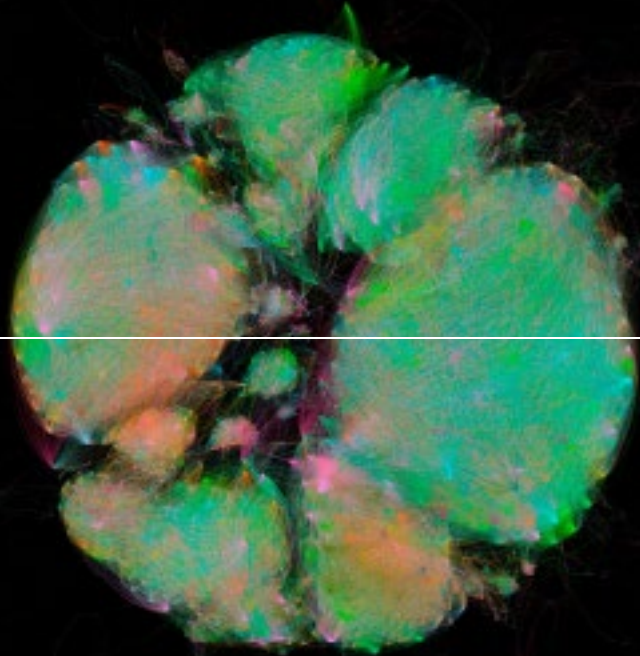
Course structure



A future-focussed home of experimentation, connection and collaboration, where hi-tech, lo-tech, no-tech exploration and leading edge design and analysis are taken to new frontiers by a diverse and evolving community of ethical thinkers, creators and disruptors in a unique culture of innovation.

The Institute for Creativity and Technology in the heart of London's new Design District.

The Institute is an open organisation dedicated to shaping sustainable and ethical interventions in the creative, technological, leadership, innovation, and social spheres.



We will support you to grow and enhance your studies, catalyse your ambitions and launch your career.

Postgraduate courses include:

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MA Design Communication

MA Illustration

MA Luxury Brand Management

MDes Social Innovation

MDes Service Design

Join Us

—  
The Postgraduate department is part of the Institute for Creativity and Technology. We occupy a space like no other for creative thinking, making, researching, imagining and doing, with a focus on fusing technology, creativity, communication and sustainability. This is a place to grow your skills and ideas while expanding your capacity for innovation, leadership and business development.

A Place To Thrive

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Our postgraduate studies draws together students, academics, businesses and a huge range of partners, all united by a desire to experiment, collaborate and create. The Institute and Ravensbourne University London's unmatched connections to the creative industries ensure that Postgraduate study and practice go hand-in-hand. Our programmes are designed to build your skills, network and profile as a practitioner, keeping you close to the heart of your industry.

Our Design Communication Master's degree course is ideal for both commercially and socially-driven creative practitioners interested in the nature of human perception through design, communication and marketing.

In our exciting new MA Design Communication course, you will gain the knowledge, confidence and professional acumen to creatively position services, systems and need-driven design products. You will respond to societal and user needs to expand your design and communication skills. You will be immersed in the tools and processes of digital design and emerging technologies, whilst exploring the value of design thinking and services in a bustling marketplace. During the course you will establish a critical design practice, create dynamic interacting spaces, and apply design to respond to a range of needs.

You'll engage your target audiences by synthesising creativity with sound business theories – an essential skill that will boost your employability across many potential career avenues. Do you want to master user-centred design innovation and propel your career in the creative industries and further afield? Once you've studied for a Master's degree in Design Communication, you'll be able to produce industry-quality design, marketing, social media and digital technology assets.



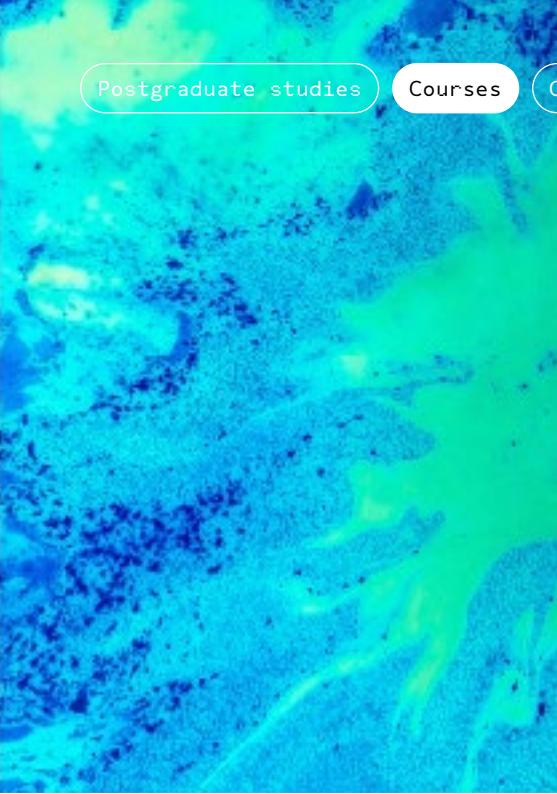


## MA Luxury Brand Management

Our Luxury Brand Management Master's degree is ideal for experienced professionals looking to understand the global success factors of smart luxury.

In our distinctive and unique MA Luxury Brand Management course, you will marry design thinking and innovation models with an in-depth understanding of the success factors behind smart luxury and the products, services and experiences that have arisen as a result. With the advent of new technology, luxury markets are becoming more competitive and complex than ever. Explore the context and influences behind these shifts and help redefine what luxury means in a global context and in the era of Industry 4.0.

You will learn to effectively analyse customer market data and really get under the skin of the luxury customer of today and tomorrow. Armed with these invaluable insights, you will understand new ways to manage and influence the relationship between luxury brands, high-value services, consumer and market behaviours. Do you wish to master the tools and strategies to thrive as a decisive leader in the global luxury market? Once you've secured an MA in Luxury Brand Management, you'll have everything you need to launch and accelerate a successful career in the world of luxury, whether it's in fashion, travel, wellbeing or other areas of future luxury.



## MA Illustration

Our Illustration Master's degree course is ideal for illustrators who want to diversify their professional practices through exploring narrative communication to engage diverse audiences.

Throughout your Illustration MA degree course, you will explore roles of illustration today and its wide-ranging professional applications moving forward. You will experiment across narrative and storytelling methods that will enable you to present and reposition information in a strategic, accessible and engaging fashion. You will examine complex knowledge, data and information and bring it to life with empathy, which will enable you to tell stories that need to be told and ensure that no message is lost in translation.

Join the new MA Illustration course in our new flagship building, The Institute of Creativity and Technology, where creative minds prosper. By taking on consultancy and organisational roles as well as developing your own illustration practice, this course is designed to make you truly industry ready.







## MDes Service Design

Our MDES Service Design is ideal for action-oriented designers who wish to create services that meet the changing needs of the global market.

In our exciting new MDes Service Design course, you will design new services at the point where they interface with the needs and experiences of end users, consumers and stakeholders. Service Designers are in increasing demand to translate how services can interact with innovation ecosystems, emerging technology, new business-to-business and organisational communications solutions. Do you wish to become a leading specialist in big bold ideas in the form of services, build transformative capabilities and propel your career as a Service Designer in the creative economy and beyond?



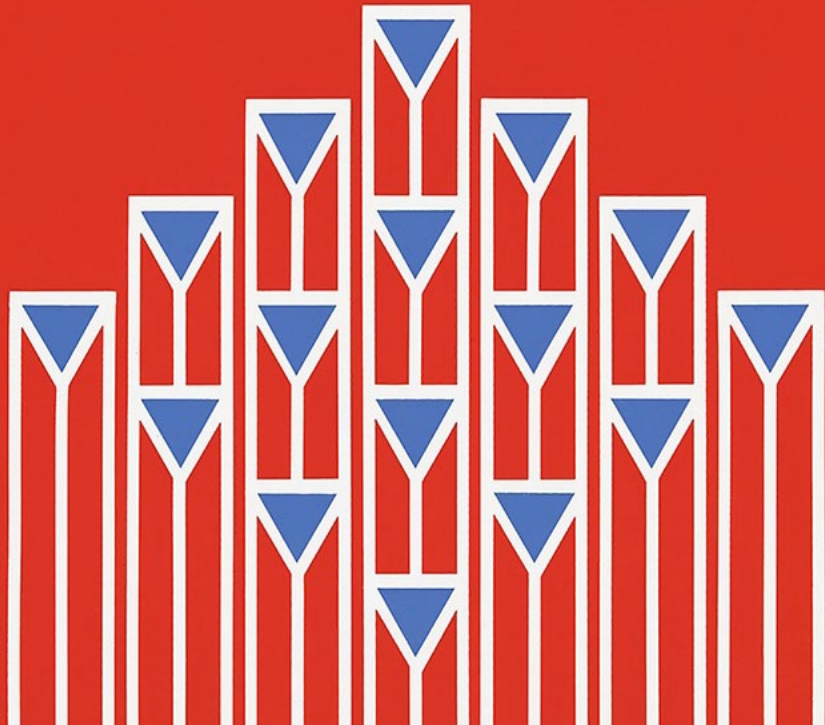


## MDes Social Innovation

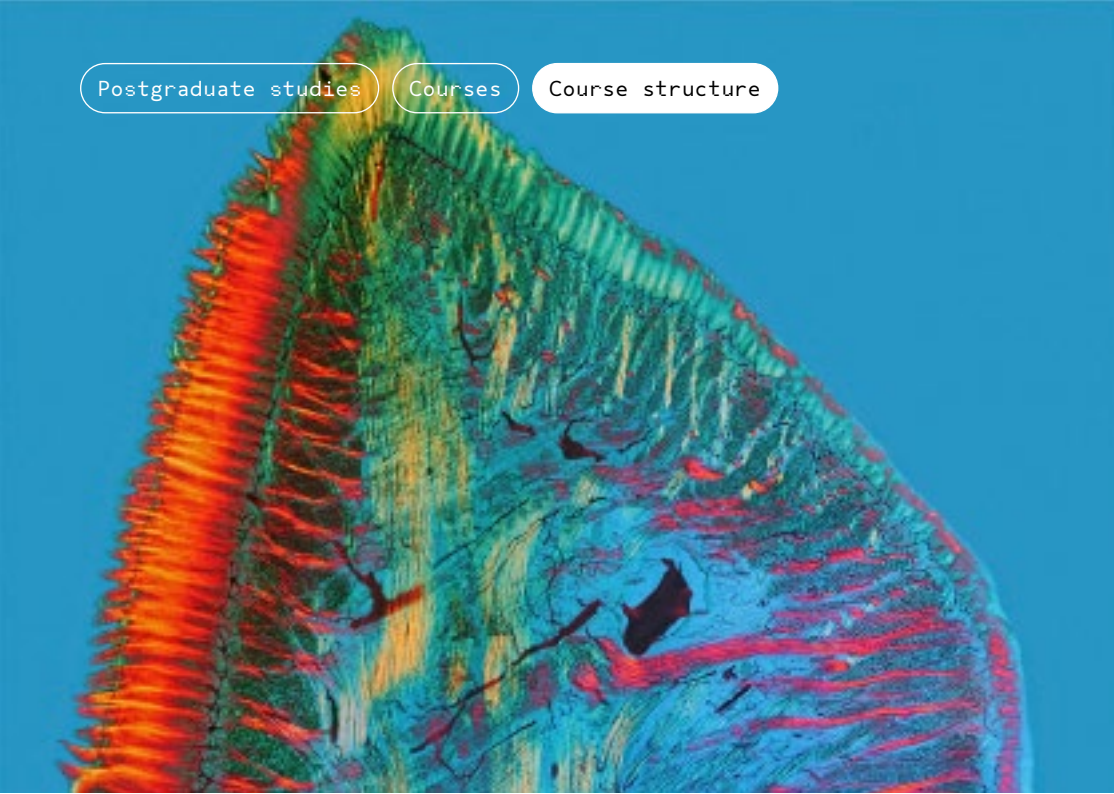
This Social Innovation MDes is built for diverse creatives, social entrepreneurs and changemakers with a burning desire to tackle complex global issues. You will create new services, organisational models and communications platforms that better serve society.

In our powerful new Social Innovation MDes, you will gain the skills and insights needed to make a true impact to bring about social and environmental change through partnership development with business, community groups and public bodies.

Do you wish to design solutions to address pressing social and environmental demands? Once you've studied our Social Innovation MDes you'll understand your own unique value and apply your skills to transform the way in which services, organisations and businesses are configured to meet local and global challenges.







Our Postgraduate department is committed to encouraging and facilitating cross-disciplinary conversation and collaboration. Our building is open access, and students are expected to cross thresholds and collaborate with their peers and the wider community both inside and outside the Institute.

#### Term One

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Identify, Investigate and Ignite is dedicated to establishing our programme of research and practice. In parallel to this, Outcomes and Outputs kicks off and runs for the duration of the course, offering students the chance to feed, build, journal, critique and shape their final Masters submission from the very start of the programme. Term One also introduces the Industry Mentorship Programme, in which students are given the opportunity to connect to an industry mentor.

#### Term Two

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Ideate and Innovate is a unique unit in which students respond to briefs set on a theme such as Scale, Connection or Space, by working through a defined approach such as Play, Publish or Occupy. Students across the Postgraduate department will form cross-disciplinary teams, so a Fashion student might address a brief given by a Social Innovation student, while an Illustration student could be briefed by a colleague in Design Communication. The parallel Outcomes and Outputs unit allows for journalling and critical reflection on the collaboration process.



### Term Three

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Instigate and Implement invites students to choose a particular pathway, whether research, industry or incubation. With the support of the Masters tutors and the resources of the wider Institute, each route offers the opportunity to develop your critical thinking and contributes to shaping your final submission, which takes the form of an 8,000 word dissertation or research report.

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