

2 years design understanding
1500 Euro per year **May 1st**
Application process
Key BA/MA/Diploma Cologne experience,
Cooperation & Research, Portfolio
www.kisd.de

Köln
 International
 School
 of Design

MA Integrated Design

A new understanding of design

These days, an innovative design course shouldn't concentrate on traditional career paths – rather, given the rapid change in business and economy, it should look far beyond the job description of the immediate future.

We therefore offer dedicated education for future challenges. But of course, alongside with the ability of anticipation many more competencies and skills play an important role – such as a thorough understanding of methodologies, self-reliance, independence and empathy.

At KISD, we educate future designers who are able to develop strategic as well as economic, cultural and technical expertise from a design perspective, and put this into practice. This underlines the power of design to innovate (initiate) in processes where many disciplines come together. ›Foresight based on insight‹ is one of the central themes that our graduates will bring to the table. It is essential to be aware of and prepared to come to face with the unexpected – and then be able to develop and to formulate appropriate questions, solutions and ideas.

In total, our programme aims at giving designers with professional experience the opportunity to get a deeper understanding of and insight in the connectivity of design to other areas and contexts. This and the integrative power of design enables our graduates to understand, theorize and practise design in a broader sense.

Design deals with products, artefacts and services, design is about communication, design is about understanding and creating processes, developing structures and dealing with complexity. It is about understanding and creating services and systems, embedding products and communication strategies into the overall theory and practise of design. Beyond the simple focus on single products, design can unveil its power in creating new structures and processes – by intensive exchange and communication with economy, politics and culture.

Design means a new approach towards research, new ways of thinking, creating and adding value as well as a pervasive understanding of sustainability. There are fundamental challenges and opportunities for design research – as it is design research having the potential to connect different disciplines. A new understanding of sustainability goes beyond ecological aspects, aiming at both economical and social aspects of a holistic and sustainable design approach.

Design is conceptual, innovative, strategic, reflexive, integrative and anticipative. Design is powerful in anticipating future trends. Design understands human needs by observation and research.

Master of Arts »Integrated Design«

The MA »Integrated Design« is an internationally- and research-oriented Master's course that can be studied either consecutively after the BA »Integrated Design« or after a Bachelor's or higher academic degree. The distinctive feature of the course is to be found in its holistic design understanding, which at KISD is both learnt and lived. By this we mean a course that integrates various approaches, subject areas and disciplines, but also opens up paths for integration with neighbouring research and practical areas, and discourses in enterprise, science and research. The chief features distinguishing the MA from ordinary courses are the higher emphasis placed on research-relevant aspects, scientific research and the complexity of the projects and demands, as well as teaching experience through project assistance and the heavy self-reliance in the development of the key aspects of study.

A key aspect of the »Integrated Design« course is the development of approaches for »Research through Design«, in research-oriented design projects. This means using the associative, anticipative and strategic potential of design in the development of interfaces between varying perspectives. The appropriate choice of presentation medium will likewise, throughout the course, be thematised and continually further developed. The students learn – with a high proportion of self-motivated projects and design concepts in international collaborations – to deploy their design competencies in new ways. The influence that design is able to exert on society and, conversely, the observation of the users of new designs, each play a central role.

Programme and course structure

The MA programme »Integrated Design« at KISD offers a unique opportunity to combine a deep understanding of design and research processes with academic and professional experience. We are looking for students with an academic degree (BA or higher, at least 4 years study time) and professional experience – both in design or a related area (design and management, design and journalism, design and philosophy, design and architecture – just to name a few).

We are looking for professionals who want to advance and expand their competence, knowledge and understanding of design processes, strategies, concepts, cultural aspects, research and beyond.

The most important part of the application is the outline of an individual project (the Self-Initiated Project), which will be the core and basis of the MA studies.

With the MA programme we are aiming at setting up a »Research Group« with about 15 students every year with different perspectives, interests and experiences, building the foundation for strong teamwork and a sustainable network.

Self Initiated Project

When working on the »Self-Initiated Project« at KISD, you will develop a variety of perspectives, aspects and contexts in relation to your project.

You will connect it to other disciplines and discourses, you will find ways to integrate your ideas into those. Therefore, in the first phase, you will get new views on your proposed project, based on your experience. In this phase, you will be supported by both the open-minded atmosphere at KISD and the support of external tutors to get both a broad reflection and a deep understanding of important aspects.

Research Proposal

In the second phase, you will develop a »Research Proposal« based on your project. Here, you will understand the value of using design as a means of research, add new facets to and create new perspectives for your project.

Design & Integration

The parallel module »Design & Integration« offers a colloquium combining personal reflection and discussions with external visiting lecturers. Tutoring and assistance in other projects and seminars at KISD will additionally offer you the experience of teaching and working with students.

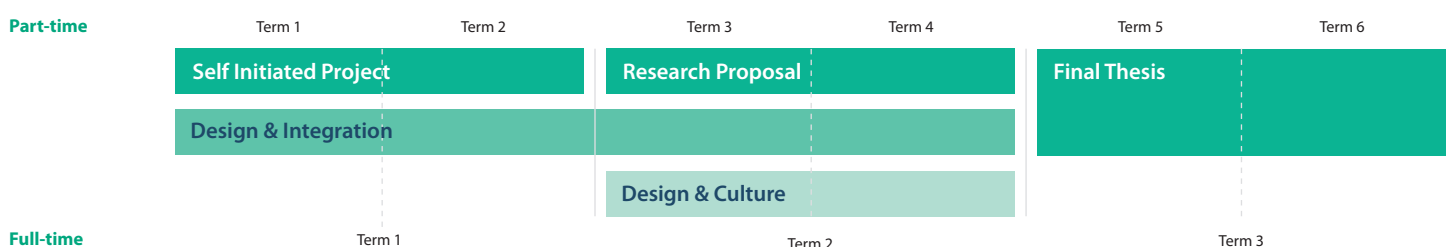
Design & Culture

»Design & Culture« also offers courses, projects and seminars dealing with research and design and the cultural aspects of design. You will work on a case study to reflect, understand and apply your understanding of those processes.

Final Thesis

In the third phase, you will work out a »Final Thesis«. Here you will bring together all the aspects you have finalized before. The research proposal helps you to both develop and communicate a clear perspective for your work.

The whole programme is accompanied by a mentoring programme and a colloquium allowing you to reflect and discuss your work and to connect with other students.



Two years part-time / One year full-time

The two-year programme allows you to continue working during your course. This programme is divided into six terms; allowing you to spend twice the time on every module compared to the one year program. So the part-time course has the advantage of more time for reflection and is ideal for students who need to work one or two days a week during the course.

The one-year programme is very compact and short. It is divided into three terms, starting in October and ending in September. You will not be able to work while you study, so this track is a good choice for international professionals, for instance, with limited time and supported by employers.

Tuition fees about 1500 Euro / year

As KISD is a department of the renowned Cologne University of Applied Sciences, the tuition fees come to approximately 1500 Euro per year – the same as in most German universities. This includes public transport and all administrative fees.

Additionally, you will have to take care of health insurance. Living costs in Cologne depend on the standard of living, about 750 Euro per month is, however, the required minimum.

Keen on coming to KISD

KISD is situated in an excellent location in the city centre, only a few metres from the Rhine river, and the new Rheinauhafen on the river's old South quay. Many of our students live close by, and therefore are able to combine living and working in an ideal manner. Interest in the course has never waned over fifteen years.

KISD is unique, in that we make no distinction between visual communication and product design – distinctions that are obsolete and have been replaced by an integrated approach as formulated in the M.A. »Integrated Design«. And this is confirmed by external sources: Business Week has ranked KISD already twice among the best design schools in the world.

Keen on coming to Cologne

The city of Cologne is the fourth-largest in Germany, with just under a million inhabitants. Altogether, Cologne hosts 80,000 students, and because of its wide range of cultural activities and its central location in Europe, with excellent transport links, makes it an ideal place to study. Countless yearly trade shows, fairs, exhibitions and events offer the opportunity for experience, exchange and cooperation.

Amsterdam, Brussels, Frankfurt and the Ruhr valley are reachable within an hour or two. Paris, Munich, Hamburg and Berlin in approx. four hours. Thanks to the excellent flight links, every major European city is easily and cheaply within reach. Thus, over the years, an exchange across regional and national borders has developed. Cologne stands firm by its tradition of being a cosmopolitan, tolerant and connected city.



KISD – an international profile

Köln International School of Design goes increasingly more international rapidly. Currently, nearly a quarter of the students (from all programmes) are from foreign countries, and the majority of the projects, seminars and courses are available in English, if required. However, the international character is not limited to the provenance of the students. Students are strongly supported and encouraged to build international relations in terms of internships, university exchange programmes, joint research

projects or whatever their international commitment is like. Developed and improved over many years, KISD has at its disposal a widespread network with other universities, institutions and companies throughout Europe and abroad. Workshops and projects, guided by international visiting professors, are offered especially for the MA programme and underline the international approach of this course. The complete MA course will be offered in English.

Cooperations & Research

KISD undertakes numerous collaborative projects with international and regional businesses, institutions and organizations. Many research and development projects are carried out in close cooperation with the enterprise, so that students can form a deeper understanding of practice. Design goes far beyond simple form-giving and contains a scientific dimension, which expresses itself through research.

Alongside research-oriented projects and seminars, the KISD research centre offers space for an intensive debate between the theoretical, empirical and practical aspects of design. Intermediate examinations and the final thesis are explicitly research-oriented and constantly call for discussion of the concept of research in design. This is important for the MA students as a platform to expand and support their research activities.

Professional perspectives

Increasingly, conventional design services are being outsourced by companies. This means that there are good opportunities for highly-qualified designers to develop new solutions at the interfaces between economics, development and technology in the enterprise.

This demands additional knowledge of business processes, which goes beyond the MA »Integrated Design« as well as a broad range of strategic and communicative intermediary competencies.

To this end, in the MA »Integrated Design«, we aim at additional qualifications that position design as the interfacing competence between economics, technology, science and the humanities. The graduates will, therefore, have at their disposal a rich toolbox of methodological, theoretical and design-oriented skills that will enable them to supervise or lead projects independently, both within a national and international framework.

The MA »Integrated Design« prepares graduates for the following career paths:

- Designer in a leading position at management level with strategic knowledge and high innovational skills;
- Designer in close collaboration with business consultancies;
- Designer as motivating force for processes of innovation in design-related – or even not-yet design-related – areas (new materials, systems, services, processes);
- Designer with an international career in research and teaching in universities and research institutions;
- Designer in leading positions in the areas of public relations and publishing, based on an understanding of authorship in design;
- Designer, independently initiating research projects and securing collaboration and financing.

Requirements & Application procedure

Requirements: If you want to apply for the MA programme at KISD you need an academic degree (BA or higher) with 4 years study time (240 ECTS). Your professional experience might be taken into account if the study time is less than 4 years. As the instruction language is English, you should have a proof of English proficiency (TOEFL, IELTS or similar proof). For TOEFL a minimum of 79 (internet based version) is required.

The MA course is extremely demanding. We are therefore looking for professionals with a strong background and commitment for a postgraduate program. Therefore, we ask you for a lot of information about yourself and your project plan. This also helps you to make up your mind in terms of what you want to do in the MA course and to get in touch with KISD professors for your project at KISD.

Curriculum vitae: Let us know what you have done before and what makes you a unique applicant and prospective student.

Testified copies of certificates of previous study course(s): We need to know what you have studied before (BA or higher).

Testified work experience: We want to know more about your professional work experience – so please send us some job references from employers or clients, for example.

Portfolio: We want to see what you have done before – so please send us a portfolio with some work samples. **Project brief & Timeline:** As the self-initiated project will be the backbone of your MA studies, please send us a short project brief – about 3 600 characters. The project timeline shows how you want to structure your project work in the first 4 months (full-time; if you are aiming at a part-time study you will have about 8 months for the self-initiated project). Please send us a visualisation of your idea – using the media you consider as appropriate. Please nominate two supervising professors from KISD of your choice and explain your motivation for choosing the respective supervisors.

Important for non-German applicants: If you do not hold an academic degree (BA or higher) of a German university, you need to apply additionally at www.uni-assist.de. They will check your national degree qualifications.

Applications must be submitted until May 1st.

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