



THE UNIVERSITY OF THE WEST INDIES

ST. AUGUSTINE CAMPUS

FACULTY OF HUMANITIES AND EDUCATION

DEPARTMENT OF CREATIVE AND FESTIVAL ARTS

MA CREATIVE DESIGN ENTREPRENEURSHIP

THE PROGRAMME WAS DEVELOPED BY THE UNIVERSITY OF THE WEST INDIES IN
COLLABORATION WITH DE MONTFORT UNIVERSITY



MA Creative Design Entrepreneurship

Duration:

1½ years or 3 semesters long

Teaching and Awarding Institution:

The University of the West Indies, St. Augustine

Entry requirements:

Applicants should normally have a Lower Second Class Honours Degree or its equivalent in a field appropriate to his/her area of study. Applicants with other qualifications or experience will also be considered. Applicants will be required to submit a preliminary design concept

Duration of programme:

Classes are normally scheduled for evenings to accommodate working persons and are taught and examined over three semesters: Semester I – September to December of Year 1; Semester II – January to May of Year 1; and Semester III – September to December of Year 2.

Programme Aims and Objectives:

This cross-disciplinary programme strives to achieve the following aims and objectives:

- To equip individuals with a wide range of tools to identify, challenge, analyse, innovate and think critically of opportunities in design and innovation;
- To provide individuals with the tools to develop design entrepreneurship skills;
- To create a culture of entrepreneurship;
- To guide students' perspectives in design;
- To equip individuals with the knowledge and skills required to develop a wide range of competencies and skills in design entrepreneurship;
- To create a cadre of design professionals across all disciplines.

It is noted that, while there are programmes in the University that cover entrepreneurship and design, this particular programme embraces a cross-disciplinary approach and centralises design in the discourse of entrepreneurship and management of industry. It will enable artists, engineers, social scientists and many more scholars of various disciplines to work creatively together in an entrepreneurially stimulating environment.

Learning Outcomes:

Students completing this programme should be able to:

- demonstrate a high standard of current knowledge in the areas of creativity and entrepreneurship across disciplines;
- develop, implement and evaluate entrepreneurial projects and programmes in creative areas of specific disciplines;
- demonstrate skills in the selection, planning, practice and interpretation of a range of creative techniques;
- demonstrate autonomy in their learning;
- engage in professional and academic communication with others in the field of design entrepreneurship across disciplines;
- demonstrate the ability to contribute to the development of the field through reflection, analysis and applied study or research;
- present an informed, critical and imaginative attitude to their professional practice.

Knowledge, Skills, Abilities:

The programme aims to equip students with a range of knowledge, skills and abilities.

Knowledge is developed through lectures, seminars, tutorials, workshops, readings, research and field trips.

Students will be guided through:

- principles of creative thinking;
- the practical and theoretical aspects of entrepreneurship in the creative and design areas of industry;
- details of selected case studies that represent current best practice in creativity and design entrepreneurship;
- foundations of entrepreneurship discourse and their impact in socio-political contexts of development.

Thinking skills are developed through tutorials, seminars, workshops and projects.

Students will develop the ability to:

- analyse and interpret complex and sometimes contradictory positions in entrepreneurial discourse;
- think critically about their own work and the work of others;
- advance subject areas through applied study and research;
- use several different creative thinking systems to solve problems.

Practical skills are developed through field trips, practical design workshops, research projects and presentations.

Students will have the ability to:

- manipulate media in order to represent creative design ideas visually;
- communicate professionally and academically with other specialists in the field;
- gain a high degree of competence in interacting with computers and software.

Skills for life and work are developed through seminars, workshop discussions, field trips, oral and written presentations and team work.

Students will develop the ability to:

- work with others;
- motivate others;
- build self-confidence.

Knowledge and Thinking skills are assessed by:

- evidence of reading and comprehension of assigned topics;
- descriptions, explanations and discussions that theorise and arrive at conclusions on various aspects of the course in the context of tutorials, seminars, presentations and workshops;
- reports, portfolios and written papers.

Practical skills are assessed by:

- completion of assignments in design labs within a specific timeframe;
- presentation of multimedia student research projects and reports;
- professional interaction during field trips;
- evidence of proper planning and management of time and work

Skills for life and work are assessed by:

- working to strict deadlines;
- evidence of teamwork and leadership;
- demonstration of effective oral and written communication;
- evidence of problem solving skills.

Programme Benefits

The programme addresses key practical, theoretical and conceptual skills that would allow participants to develop and execute creative ideas, practices and strategies of entrepreneurial design.

This learning process is interpreted along a range of dimensions including research methodology in design, entrepreneurship and innovation, critical perspectives in design, technology and product development and strategic marketing management; and is contextualized within the current framework of the entrepreneurial design and innovation in the information age. The programme is interpreted as a holistic and systematic approach to design entrepreneurship that will instill positive attitudes for persons who wish to develop their ideas to create and innovate.

The programme comprises seven courses including a Creative Design Project, a year-long course.

Programme of Study

The seven courses of the programme are:

- 1) Nature of Creativity;
- 2) Critical Perspectives in Design Management;
- 3) Research Methodology for Design Entrepreneurship;
- 4) Business Planning for the Creative Entrepreneur;
- 5) Design as a Strategic Business Tool;
- 6) Strategic Markets for Design in the Global Economy;
- 7) Creative Design Project.

Project Workshops

The Creative Design Project will be a year-long course and will provide workshops that are critical components and are designed specifically to investigate and develop ideas and processes that are intended to lead to the final practicum; and to provide students with the necessary research skills and tools. In order for the programme to eventually have a significant focus on the social, political and economic challenges of, and to, design entrepreneurship in the Caribbean, these workshops will concentrate on content derived from design entrepreneurial case studies of the Caribbean, or other developing societies. Workshops will consist of seminars, research methodology, investigative exercises and individual presentations during each semester.

The culmination of the Creative Design Project is a comprehensive report and presentation in the third and final semester. The project is designed to give the participant a supervised opportunity to rigorously implement a design concept – whether it is an object, a system or an experience. Supervision of the project and the portfolio will focus on the application and implementation of the creative design entrepreneurial project that would have been already investigated and developed during taught courses and workshops.

Programme Structure

This is a 36-credit programme structured as follows:

Semester I Courses:

Nature of Creativity [4 credits]

Critical Perspectives in Design Management (4 credits)

Research Methodology for Design Entrepreneurship [4 credits]

Semester II Courses:

Business Planning for the Creative Entrepreneur [4 credits]

Design as a Strategic Business Tool [4 credits]

Strategic Markets for Design in a Global Economy [4 credits]

Semester I/II/III

Creative Design Project - [12 credits]

Assessment

Formal assessment in the programme will include:

- Coursework
- Written assignments
- Oral Presentations
- A Creative Design Project Report and Presentation

The marking scheme for the degree is the same as for all university taught masters programmes:

Passing Grades		Failing Grade	
A	70-100%	F	0-49%
B+	60-69%		
B	50-59%		

A distinction is awarded to candidates who achieve an average of 70% or better in the written courses **and** a mark of 70% or better in the Creative Design Project. Note that general regulations regarding assessment of Graduate programmes in the UWI will be applicable.