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Required Reading Range
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The Fundamentals of
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Design Management:
Managing Design Strategy,
Process and Implementation

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Research Methods in
Design Management
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Vision and Values in
Design Management



Design Management

Erik Roscam-Abbing discussing design management and education



Erik Roscam-Abbing is the author of *Brand-driven Innovation* (see page 48). He is assistant professor of brand and product design strategy, in the school of Industrial Engineering at The Delft University of Technology, Netherlands.

How important is design management education?

Very important. My experiences in both design and management education have taught me two things: it's important for design students to learn to understand management and strategic business issues. And it's equally important for business students to learn to understand the power and richness of design thinking. Design management education can pave the way in bringing business and design together, by researching and demonstrating synergies, rooted firmly in theory, but proven in practice.

How has design management education grown over the last couple of years?

It's still an upcoming field but it's growing rapidly. Based on assessments by the Design Management Institute and *Business Week*, there are currently around 70 universities and schools worldwide that teach design management. This number will only increase, which is a great development for the profession.

Is this a worldwide trend?

Very much so. Design management education is by no means limited to the western hemisphere. There are some great upcoming design management programs in Brazil, India, Singapore, Korea, China, Taiwan, and Japan. Where I teach, on The Delft University of Technology's Master in Strategic Product Design program in the Netherlands, we get students from South America, the Far East, and Africa. Around the world, design is increasingly seen as a resource that, when managed well, provides a sustainable basis for meaningful innovation and differentiation.

What interesting developments have you noted lately in design management education?

I see a growing differentiation in postgraduate, graduate, and undergraduate design management programs. This requires specialized teaching methods, books, and training materials. There is still tremendous work to be done there. I also see an increasing integration of design management courses into the curriculum of existing design programs. But the most interesting development to me personally is that business schools like Case Western Reserve and Rotman School of Management are starting to incorporate design thinking and design methodologies into their business school curricula.

How do you see design management education developing in the future?

The biggest challenge for design management education is to deliver graduates who combine solid strategic management and design understanding with the modesty and curiosity that is required for them to start gaining practical experience after graduation. I believe design management is about combining theoretical knowledge, applicable skills and practical experience. Universities and schools should prepare students for their careers by launching study projects in partnerships with design studios, businesses, and design management and strategy consultancies.



Introductory

The Fundamentals of Design Management Kathryn Best

Key features

A comprehensive guide to managing the people, projects, and procedures involved in design work.

Explicitly places the principles and processes of design within the context of a business or enterprise.

Of relevance to students of art and design, business, marketing or media: emphasises the interdisciplinary nature of design management.

Considers the practice of design management through a range of interviews and case studies, taken from design practitioners and industry experts.

Explains how design management can relate to the cultural, environmental, political and social impact of an enterprise.

Presented in a clean, visually engaging style.

Readership

Introductory

The discipline-specific titles in our Fundamentals range are aimed at students embarking on further education and offer a thorough grounding in the subject.

The Fundamentals of Design Management introduces students from all backgrounds to the theory and practice of managing design.



NEW!



Required Reading Range
Course Reader

Design Management: Managing Design Strategy, Process and Implementation
Kathryn Best

Kathryn Best is a designer, consultant, educator and author. She runs courses in design, strategy and innovation both in academia and industry, and specializes in interdisciplinary and collaborative working methods, tools and processes for design management teaching and learning.

Kathryn has lectured internationally at the Bartlett School of Architecture and the Royal College of Art (London), and the Parsons School of Design (New York), and previously worked in architecture, interiors and brand consultancy (HOK, RTKL, WATG, Wolff Olins, Orange, Starbucks) both in the US and UK, where she specialized in retail design and narrative environments.

Design Management: Managing Design Strategy, Process and Implementation leads the student through the key knowledge, practice and skill areas of design management, focusing on the strategy, process and implementation involved in the management of design. The book explores the broadening role of design in business, as an increasingly integral part of the decision-making processes. Each topic is accompanied by key questions about the issues raised and professional case studies and interviews demonstrate the knowledge and practices described.

Key features

Provides students with an understanding of the relationship between design and management and its importance within an organization.

Includes professional case studies and insightful interviews.

Accompanied by student exercises and talking points, bridging the gap between academic theory and professional practice.

Readership

Required Reading Range Course Reader

These reference titles are specifically structured to support the lifetime of an undergraduate degree and provide a detailed exploration of the discipline covered.

This title is a comprehensive handbook to design management. It is an ideal core text for a design management degree, and will prove useful at any academic level.



! Valuable as a core text for undergraduate design programs and an excellent introduction to postgraduate design strategy studies. Ray Holland / Brunel University / UK

! A key text. Rich, stimulating and easy to read. Shimon Shmueli / Elon University / USA

! Easy to access key information. Demystifies jargon. Excellent inclusion of timeline. Kirstie Hardie / Arts Institute / Bournemouth / UK



Required Reading Range
Module Reader

Research Methods in Design Management
Hilary Collins

Hilary Collins is director of postgraduate studies at Euromed, Toulon, France. She has extensive experience of teaching research methods and supervising dissertations at both undergraduate and postgraduate level within design management and the creative industries. Hilary's recent research projects have included investigating the influences of multiple cultures on identity across the East and West and the implications for the field of design management.

Research Methods in Design Management provides students with the knowledge and skills required to conduct effective research projects in creative disciplines and industries. In creative contexts, a visual approach to research is often more appropriate, but this must be underpinned with systematic and rigorous techniques. The book assesses how academic research methodologies must be adapted to suit the creative disciplines and industries and offers a guide to the process of undertaking a research project in this context.

Key features

Introduces students to the practice of effective research within design management.

Offers a clear, step-by-step guide to undertaking a research project.

Guidelines will help students determine which kind of researcher they are and how the use of different philosophical perspectives will influence their research.

Accompanied by illustrative examples taken from contemporary work.

Readership

Required Reading Range Module Reader

These titles are designed to support specialized modules of degree courses and provide a platform for further exploration of the subject matter.

This title represents a comprehensive introduction to a key area of design management. It is an ideal core text for an undergraduate degree, and will prove useful at any academic level.



NEW!



Required Reading Range Module Reader

Brand-driven Innovation Erik Roscam-Abbing

Erik Roscam-Abbing is a consultant and teacher of design management. Erik is the founder of Zilver brand driven innovation in Rotterdam, where he consults for a variety of international clients in the product and service industries. He also teaches at the school of Industrial Design at The Delft University of Technology, Netherlands. He is a guest teacher on the Eurib Master of Brand Management program in Rotterdam and on the Design Management program of Hochschule Lucerne, Switzerland, as well as a module coordinator of the Eurib Master of Design Management program.

Brand-driven Innovation examines the connections between branding, design and innovation. It argues that branding is not merely a branch of advertising, but a tool for sustainable growth in organizations. Branding can inspire innovation in products and services, creating value for organizations and consumers alike. This in turn can lead to a durable relationship between organizations and customers. The book explores branding theory and its relation to innovation, in order to provide students with a solid foundation of knowledge. It also contains a practical, four-step method that will help readers apply brand-driven innovation in their own academic or business context.

Key features

A comprehensive overview of the overlapping fields of branding, innovation and design.

Includes a practical four-step method for applying brand-driven innovation in an academic or business context.

Addresses the role that design management can play in connecting the disciplines of branding and innovation, providing the reader with the tools, processes and methods to facilitate this relationship.

Readership

Required Reading Range Module Reader

These titles are designed to support specialized modules of degree courses and provide a platform for further exploration of the subject matter.

Brand-driven innovation is an ideal accompanying text for branding or innovation modules within design management courses and visual arts degrees. It will prove useful for any student wishing to understand innovation, branding and design within a business context.



NEW!

! Erik Roscam-Abbing is to be congratulated for this splendid book, which bridges a long-overdue and highly topical gap. I will certainly be recommending this book to all my design, design management, branding, innovation, creative enterprise and marketing students; as well as to practitioners, as there's something in this for everybody.
Chris Holt / Brunel University / UK



Required Reading Range Module Reader

Vision and Values in Design Management David Hands

David Hands is award leader for the MA Design Management course at Staffordshire University, UK. David is also co-author of the recently published book *Design Management: Exploring Fieldwork and Applications*.

Vision and Values in Design Management examines the changing role and nature of design management. It demonstrates to students the value of design as a key strategic resource that can be fully utilized in the pursuit of securing a competitive advantage within highly complex and emergent markets. This book offers contributions from key thinkers and practitioners drawn from both industry and academia to provide an essential guide to the development, key issues and future directions of design management.

Key features

Introduces students to the changing role of design management within businesses and organizations.

Demonstrates the value of design as a strategic resource.

Includes contributions from key design management thinkers and practitioners.

Presented in an engaging visual style, designed to appeal to creatively-minded students.

Readership

Required Reading Range Module Reader

These titles are designed to support specialized modules of degree courses and provide a platform for further exploration of the subject matter.

This title serves as a companion piece to design management modules and courses and is an ideal supporting text for students engaged with design in a commercial context.



! Highly relevant and stimulating for MA Design Strategy students.
Dr Ray Holland / Brunel University / UK