

# Introduction: Institute for Design Innovation

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Loughborough  
University  
London





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1. Welcome
  2. What is design innovation?
  3. Programmes



Loughborough  
University  
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# Institute for Design Innovation

- Our programmes for 2020-2021: Design Innovation, Design Innovation Management, Entrepreneurial Design Management and Design & Culture.
- Our students collaborate with the Institute's extensive network of industry partners, social enterprises and voluntary organisations.
- The studies help you with careers at creative agencies and large and small organisations that use design, launching your own business, developing new products, services, and business models, and working in and social and cultural innovation, among other creative opportunities.



# Innovative Teaching & Research

- Teaching in collaboration with industry and civil society to address real-life enterprise and social innovation needs in the design capital of the world.
- Projects provide students with the experience of working in design-driven teams, developing skills in demand by industry and civil society.
- The research agenda of the Institute for Design Innovation builds on the idea that design enables innovation through positive change in the context of users, organisations, ecosystems and society.





# The Collaborative Project

- A team of students address a brief provided by a real business or organisation, with possible site visits and networking
- Each student is able to bring their individual skills, experiences and ideas to the project, opportunities for internships and dissertations with partner organisation
- Previous partners have included: NHS England, Chelsea F.C., Water Aid, Versus Arthritis, and London Stadium



# People at IDI



Dr. Ida Telalbasic



Prof. Mikko Korja



Dr. Laura Santamaria



Dr. Thor Roser



Dr. Vicky Lofthouse



Dr. Ksenija Kuzmina



Dr. Sharon Prendeville



Dr. Antonius van den Broek



Things we do



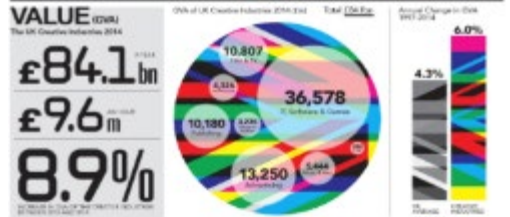
# IMPACT IN NETWORKS AND ECOSYSTEMS

Coventry University London

Building case studies on innovation projects that make a difference



Arts & Humanities





# Design at Loughborough

## *Student quote*

“I love the sense of community at Loughborough University London, I have made friends from all over the world and the diversity benefits my learning as we are able to learn from each-other while collaborating.”

Imogen, MSc Design Innovation  
Management

- 2nd in the UK for Art and Design  
The Times Good University Guide 2020
- 2nd in UK for Design and Crafts  
The Guardian University Guide 2020
- 4th in the UK for Art and Design  
Complete University Guide 2020
- 24th in the world for Art and Design  
QS World University Rankings by Subject 2020

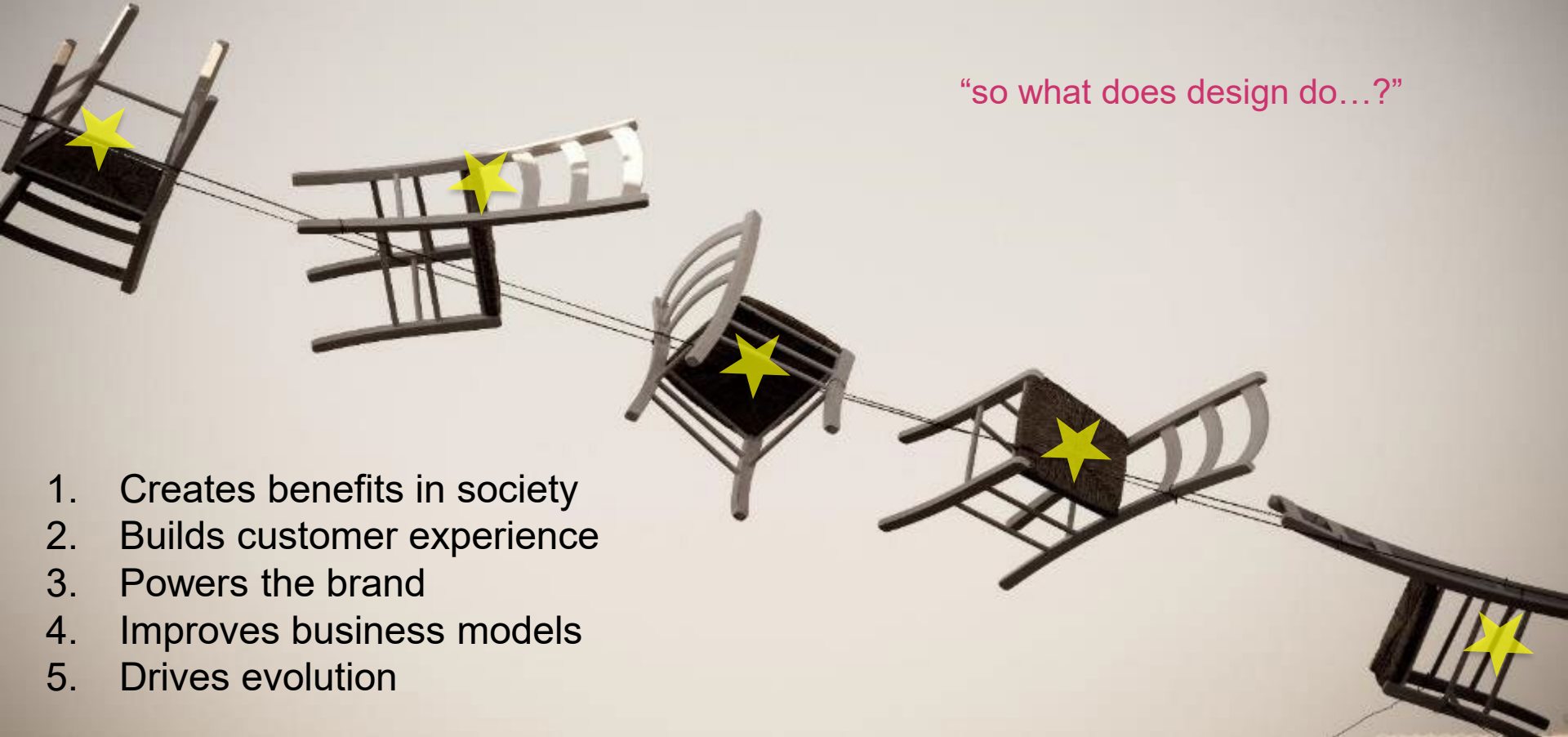




# Design Innovation?

“so what does design do...?”

1. Creates benefits in society
2. Builds customer experience
3. Powers the brand
4. Improves business models
5. Drives evolution







# Design builds experiences

Aesthetic (sense) and emotional (feel)

- Pleasure
- Beauty
- Joy
- Fun



# Design powers brands



- Identity
- Style
- Status
- Fashion



\$5&



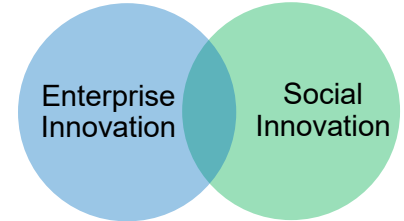
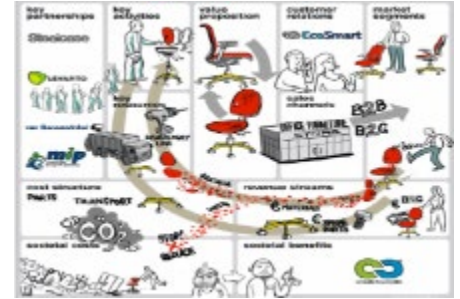
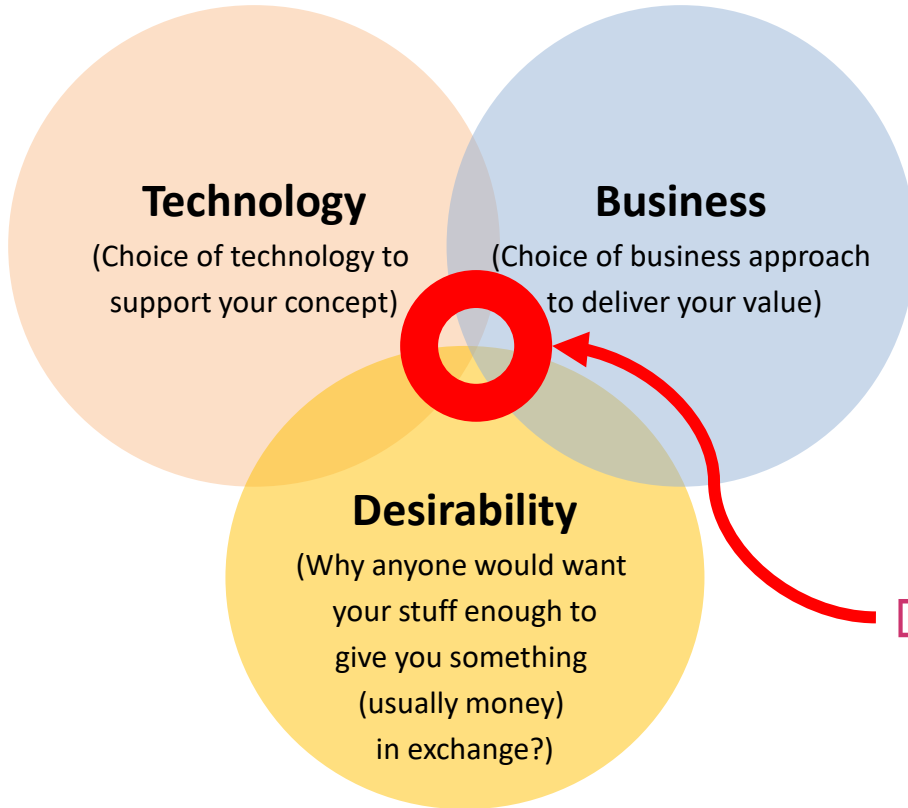
\$10&



\$50&



# Design improves business & service models

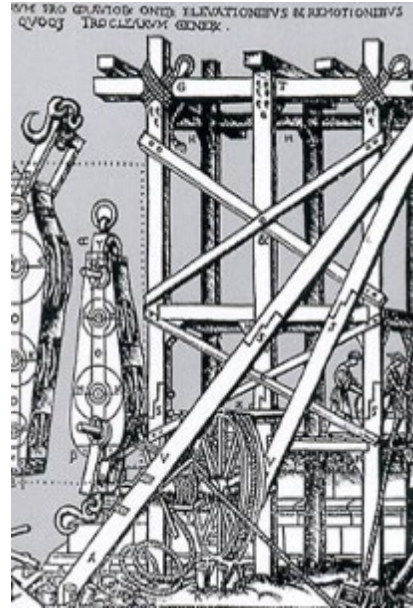


# Design drives evolution & creates the future

## Design



## Innovation



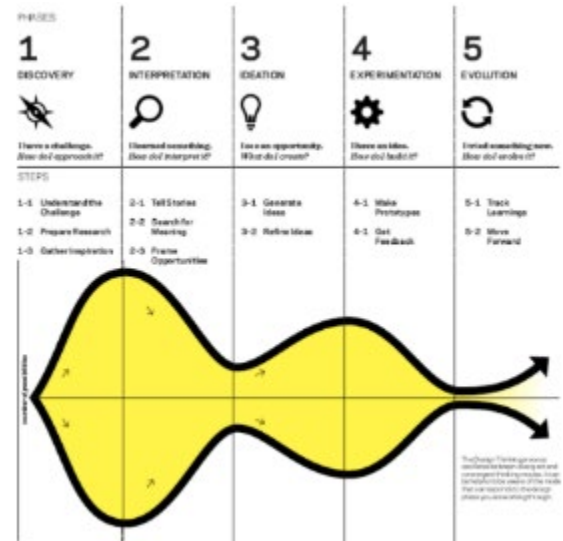
## Future





# Underpinning all that we do: Design Thinking

- **Creativity** is the ability to combine ideas into new ways to solve problems and exploit opportunities
- **Innovation** is the successful application of new ideas in practice in the form of new or improved products, services or processes
- **Design** is the purposeful application of creativity throughout the process of innovation



# Programmes

Institute for Design Innovation (IDI)

**Design  
Innovation**

**Entrepreneurial  
Design  
Management**

**Design  
Innovation  
Management**

**Design  
and  
Culture**



# Design Innovation

Program Director: Dr. Ksenija Kuzmina

## Term 1

Intro to Digital Tech OR  
Strategy and Market Analysis

Design Research

Meaning Making in Design

Design, Culture & Communication

## Term 2

Design Thinking

Service Design and Strategy

Design Futures

Collaborative Project

## Term 3

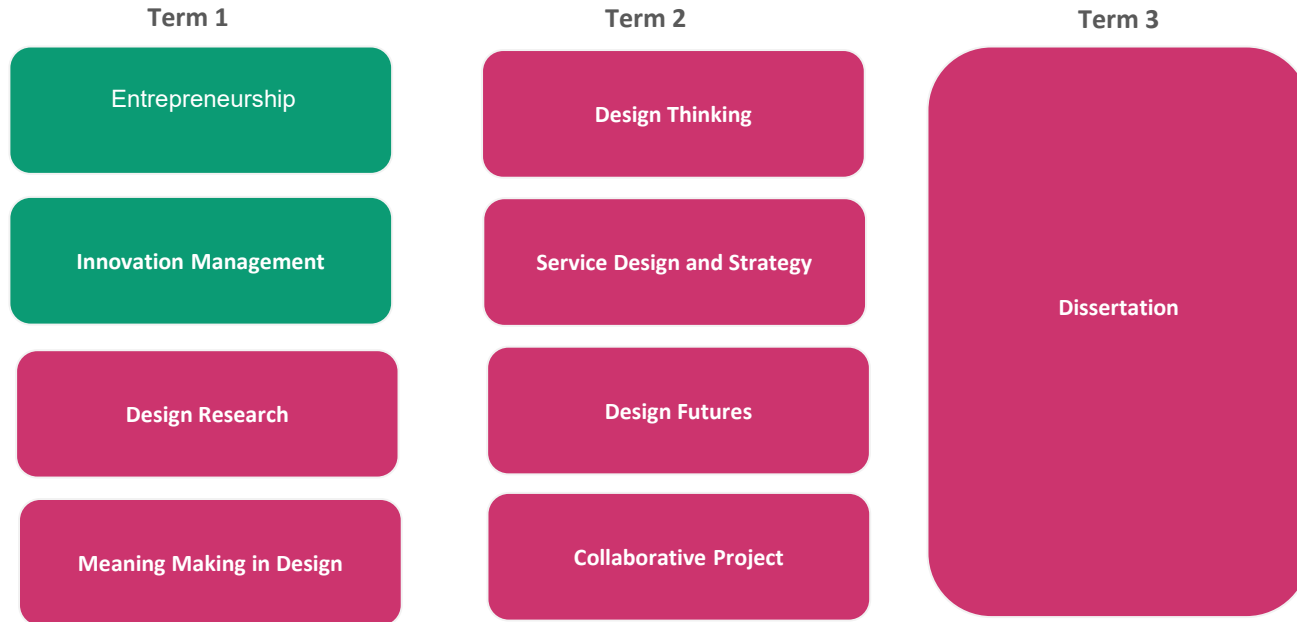
Dissertation





# Design Innovation Management

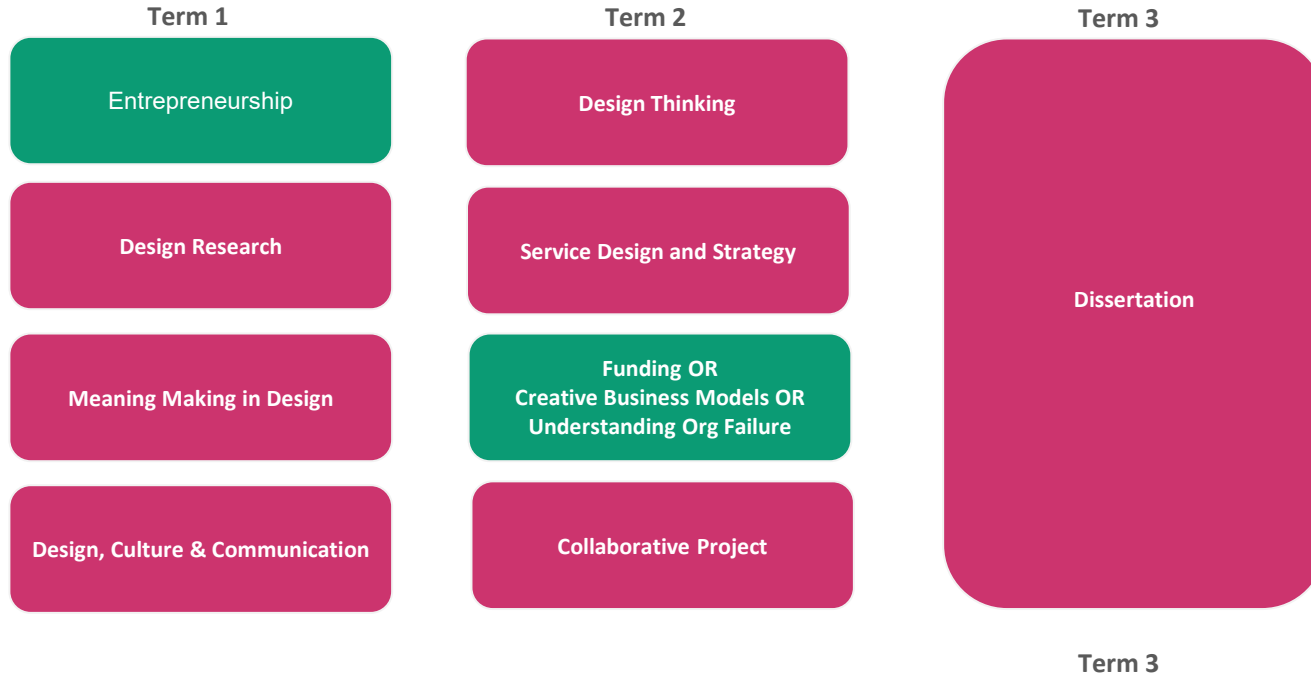
Program Director: Dr. Sharon Prendeville





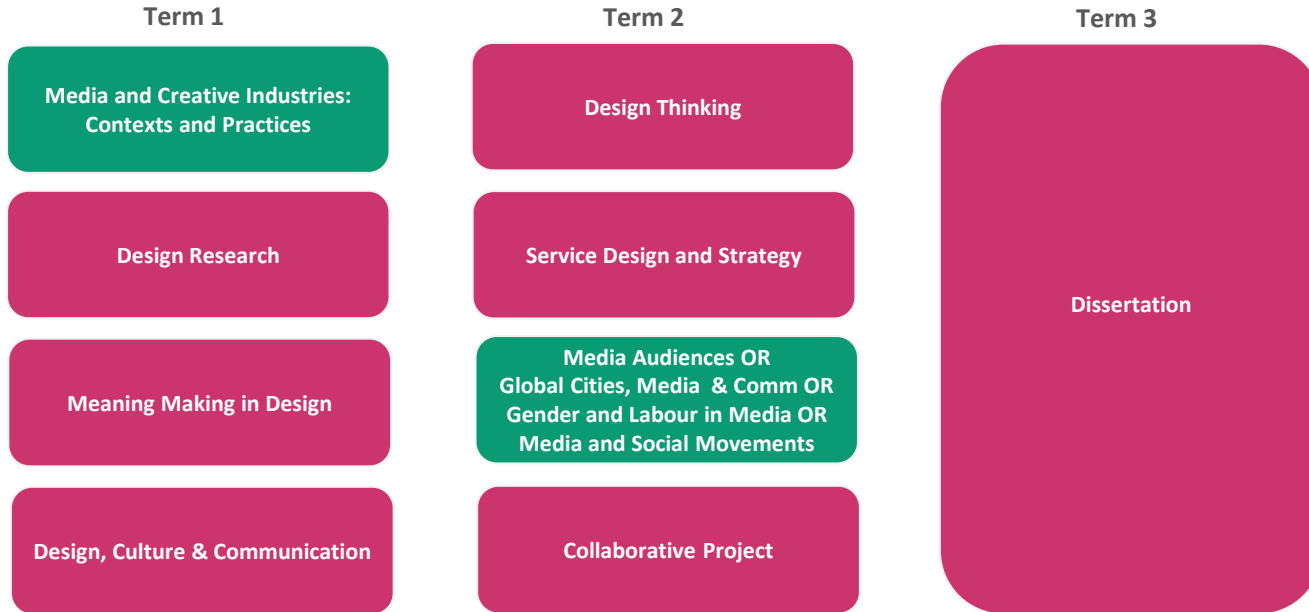
# Entrepreneurial Design Management

Program Director: Dr. Ida Telalbasic



# Design and Culture

Program Director: Dr. Laura Santamaria





A nighttime aerial photograph of London, UK. The London Eye is illuminated in red in the center. To the right is the illuminated Olympic Stadium. The city lights are visible in the background under a dark blue sky with some clouds. A small yellow speech bubble icon is in the top left corner.

Design at Loughborough  
Thank you for listening

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