

# Global Learning Semesters

## Course Syllabus

Course: ARCH-415 Design Management

Department: Design

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
ARCH-415	Design Management	3
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	Senior Standing
Department	Level of Course	Language of Instruction
Design	Upper Division	English

### Course Description

Design management bridges the gap between management and creativity. The Design manager has a practical knowledge of the creative process - its thinking and control and is able to apply management principles to ensure that corporate design activities meet the business' objectives. Design managers work to improve the image, performance and profits of industry through effective use of design. Media Arts and Design Management is a challenging course that integrates design, business and management issues through a wide range of projects including many 'live' projects with the industry.

### Prerequisites

Senior Standing

### Topic Areas

Management Techniques, Idea Generation and Creativity; Advertising and Promotional Strategies; Creative Direction; are topics that will enable students to understand the nature of change, to identify new and emerging opportunities, adapt and create innovative solutions to a wide range of design problems. During the course students develop a theoretical understanding of the role of design in economic performance through the practical experience of creating and managing a wide range of design solutions.

### Readings and Resources

#### Recommended Reading

- Ross, Karen, (2003) 'Media and Audiences', Open University Press
- Jenkins, Frank, (1992) 'Public Relations', Pitman
- Davis, Anthony, (2004) 'Mastering Public Relations', Palgrave MacMillan
- Tubbs, Stewart L., (2000) 'Human Communication', McGraw-Hill
- Fsiad, Ray Murray, (1983) 'How to Brief Designers and Buy Print', Business Publications
- Jenkins, Nicholas, (1991) 'The Business of Image', Kogan Page
- Sternberg, Robert J. (2004) 'Creativity: From Potential to Realization', American Psychological Association
- Olson, Robert L., (1999) 'Art Direction for Film and Video', Focal Press
- Knackstedt, Mary V., (1992) 'The Interior Design Business Handbook' John Wiley & Sons

- Knackstedt, Mary V., (1992) 'Marketing and Selling Design Services: the designer client relationship', Van Nostrand Reinhold
- Carr, Harold, (1992) 'Fashion Design and Product Development', Blackwell
- Piotrowski, Christine M., (1992) 'Interior Design Management: A Handbook of Owners and Managers', John Wiley & Sons
- Ulrich, Karl T., (2000) 'Product Design and Development', Irwin/McGraw-Hill