

Preparing Designers for **Strategic Leadership Roles**

Our Master of Design program provides you a strategic, interdisciplinary platform to explore design's changing role across businesses, organisations, and society. It equips you with essential skills to address complex challenges and foster innovation through a blend of theory and practical experience.



Master of Design in Integrated Design

Dynamic, Diverse, Collaborative



What is Integrated Design?

Design is no longer a standalone practice but an integrative process. Design dissolves silos, connects disciplines and bridges gaps between people, organisations and sectors. Integrated Design is crucial for addressing the increasingly complex challenges we face in industries, public sector, and communities.

In today's volatile, uncertain, complex, and ambiguous (VUCA) world, where technology, society, and the environment are rapidly evolving, design must stay flexible and adaptive. By combining diverse design and other creative disciplines, Integrated Design delivers innovative, sustainable, and effective solutions to this ever-changing landscape.

When you view design as a verb, it becomes integral to every stage of a project—whether it's a service, product

(tangible or virtual), communication strategy, or a complex systemic challenge. Design is essential in discovery, definition, evaluation, creation, and implementation.

If this resonates with you, our Master of Design in Integrated Design is the ideal place for you to advance your studies.



A unique and applied course structure

We believe that educating designers and creative leaders requires a multifaceted approach. Our programme combines hands-on design studios with seminar-based learning, allowing you to collaborate with and be inspired by peers from diverse disciplines, industry experts and world-class faculty.



● Integrated Studio Experience

Our studio-based activities provide an immersive, project-driven learning experience that simulates a professional environment. Guided by faculty and industry partners, you will work in small teams to tackle real-world challenges. This format connects industry partners with emerging design talent, offering students hands-on experience and exposure to real-world design contexts.

● Theory & Method Seminars

You'll gain a solid theoretical foundation in design strategy, leadership, and research methods, while exploring emerging topics in design.

● Elective Course Offering

Your academic journey is enriched by a range of elective offerings in the Department of Design. MDes offers three broad elective categories that create industry-relevant focus areas while maintaining flexibility. You can also choose to do an internship or immersion programme to deepen your practice-based learning.

Creative Technology

- Creative Computing
- Advanced Interaction Design
- Spatial Computing: Design and Development
- Cybernetic Systems: Bodies and Environments
- Interdisciplinary Ways of Knowing

Resilient Futures

- Sustainable Innovation: Design & Transformation Strategies

Practice-Based Learning

- Design Research Immersion Programme
- Integrated Design Internship
- Integrated Design in Action

Human Centred Innovation

- Collaborative Design
- Design for Healthy Living

The MDes program can be completed in 1 Year (2 semesters) or 1.5 Years (3 semesters)

1 Year (2 semesters)

Semester 1

6 units
Intergrated Design Studio 1

4 units
Design Research Methods

4 units
Emerging Topics in Design

4 units
Unrestricted Electives (UE)

Semester 2

6 units
Intergrated Design Studio 2

4 units
Design Strategies
& Leadership

4 units
Design Management
& Strategic Innovation

4 units
Unrestricted Electives (UE)

4 units
Unrestricted Electives (UE)

1.5 Year (3 semesters)

Semester 1

6 units
Intergrated Design Studio 1

4 units
Design Research Methods

4 units
Emerging Topics in Design

4 units
Unrestricted Electives (UE)

Semester 2

6 units
Intergrated Design Studio 2

4 units
Design Strategies
& Leadership

4 units
Design Management
& Strategic Innovation

Semester 3

4 units
Unrestricted Electives (UE)

4 units
Unrestricted Electives (UE)



Our context is our advantage

A distinct advantage of our MDes in Integrated Design is that we are situated within the National University of Singapore, ranked among the top 10 universities globally. This provides access to engagements, collaborations, and research across a broad spectrum of disciplines.

Located in Singapore, a top tech and design hub, you will thrive in a diverse, supportive environment. Our strong ties with leading designers, creative industries, multinational companies and industry professionals offer hands-on experiences and networking opportunities.

Boundless career opportunities

Whether you're an experienced designer looking to elevate your practice, an entry-level talent eager to gain exposure, or a professional from a related creative field seeking to transition into design, our program equips you to pursue diverse career paths and make a lasting impact in the industry.

With a transdisciplinary perspective and insights into emerging fields, our MDes program lays the groundwork for a successful and fulfilling professional journey.

Graduate Certificate in Design Leadership

In today's competitive landscape, organisations increasingly recognise the importance of Design Strategy and Design Leadership as key differentiators. In combination, these two methods empower organisations to create effective products, services, and communication that prioritise user needs and business objectives. This Graduate provides a strong platform to apply these two approaches across various business contexts, delivered through the lens of Design Thinking and interdisciplinary collaboration.

Semester 1

6 units
Integrated Design Studio 1

4 units
Design Research Methods

4 units
Emerging Topics in Design

4 units
Unrestricted Electives (UE)

Semester 2

6 units
Integrated Design Studio 2

4 units
**Design Strategies
& Leadership**

4 units
**Design Management
& Strategic Innovation**

4 units
Unrestricted Electives (UE)

4 units
Unrestricted Electives (UE)

Objectives of the Graduate Certificate

1. **Navigate Complex Business Contexts**

Equipping learners with design cognition, strategic frameworks, and business analysis tools to diagnose organisational ecosystems, identify opportunities, and navigate real-world design challenges.

2. **Integrate Design as Strategic Practice**

Developing an advanced understanding of design management through service-learning and entrepreneurial approaches, with a focus on how design creates value, drives innovation, and supports business growth.

3. **Lead and Communicate Design Strategy**

Exploring how design-led strategy, leadership, and venture thinking can be applied across domains, while building the ability to articulate design value and communicate strategic proposals to non-design audiences.

Admission Requirements

Bachelor degree holders in relevant disciplines or with relevant professional experiences.

Compulsory Application Materials

Bachelor's Degree Scroll and Transcripts
Curriculum Vitae (CV)
Statement of Purpose

The Graduate Certificate in Design Leadership is an 8-unit course program offered exclusively in the January Semester

Please refer to the website (<https://cde.nus.edu.sg/dd/mdes/design-leadership/>) for more detailed requirements

Graduate Certificate in Design Discovery & Emerging Topics

As our world becomes more complex, so do the challenges designers face. The role of design is evolving, requiring fresh mindsets and strategies to address urgent, multifaceted issues from the climate crisis, to aging populations, social inequities, or technological advances. This Graduate Certificate offers a deep dive into critical, emerging topics, coupled with practical design research and sensemaking skills. By empowering designers with methods for rich discovery and providing space for open discussion and critical thinking the program enables graduates to navigate complex systems, meet evolving human and business needs, and address environmental challenges.

Semester 1

6 units
Integrated Design Studio 1

4 units
Design Research Methods

4 units
Emerging Topics in Design

4 units
Unrestricted Electives (UE)

Semester 2

6 units
Integrated Design Studio 2

4 units
**Design Strategies
& Leadership**

4 units
**Design Management
& Strategic Innovation**

4 units
Unrestricted Electives (UE)

4 units
Unrestricted Electives (UE)

Objectives of the Graduate Certificate

1. Explore Contemporary Design Topics

Explore key topics and trends in contemporary design practice and research through critical reading and discourse of a wide range of resources and case studies.

2. Analyse Emerging Design Trends

Critically review design challenges through the lens of emerging methods and perspectives particularly in relation to future design and business practices.

3. Apply Interdisciplinary Research Methods

Apply essential discovery and research methodologies, including interdisciplinary collaboration and discourse, to critically review design challenges and explore different epistemologies.

Admission Requirements

Bachelor degree holders in relevant disciplines or with relevant professional experiences.

Compulsory Application Materials

Bachelor's Degree Scroll and Transcripts
Curriculum Vitae (CV)
Statement of Purpose

The Graduate Certificate in Design Leadership is an 8-unit course program offered exclusively in the January Semester

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Application Process

Interested candidates can apply for Semester I (August) each academic year. We welcome applicants from diverse backgrounds who are dynamic and collaborative.



Application Fee

All applicants must pay a SGD\$150 non-refundable application fee (not inclusive prevailing GST) online.

Admission Requirements

Prospective students should have a Bachelor's Degree with merit or second class honours, in a relevant design discipline.

Candidates must also provide

1. Detailed CV & examples of previous work
2. Video Submission (5 mins video)

The above are minimum requirements which do not guarantee admission. Selection of candidates for admission is on a competitive basis.

English Language Requirements

To meet the English requirement for our Masters by coursework programmes, the minimum score expected is :

4.5 (for TOEFL iBT®) or 6.0 (for IELTS/Academic)

Please refer to the website (www.cde.nus.edu.sg/dd/mdes/admissions-requirements/) for more detailed requirements.



Talk to Us!

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 NUS Department of Design

Visit our MDes website at <https://cde.nus.edu.sg/dd/mdes>