

# 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.

## Masters 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 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.

By integrating areas like Service, Experience, Interaction, and Transformative Design, our program prepares design professionals to lead meaningful change across industries, social sectors, and governments.

If this resonates with you, apply to the Masters of Design in Integrated Design at the Division of Industrial Design (DID).

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# A unique and applied course structure

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We believe that educating designers and creative leaders requires a multifaceted approach. Our program 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 valuable hands-on experience and potential career opportunities.

## Theory & Method Requirement

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

## Semester 1

8 Units  
Integrated Design Studio 1

4 Units  
Design Research Methods

4 Units  
Emerging Topics in Design

4 Units  
Unrestricted Elective (UE)

## Semester 2

8 Units  
Integrated Design Studio 2

4 Units  
Design Strategies & Leadership

4 Units  
Collaborative Design

4 Units  
Unrestricted Elective (UE)

## Elective Course Requirement

Your academic experience is enriched by a diverse selection of elective courses from DID, including Sustainable Innovation, Design for Healthy Living, and the Design Research Immersion Program, as well as offerings from the broader NUS catalog.

Additionally, you can engage in studio-based activities within our Advanced Design Platforms, exploring topics such as product innovation, social and service transformation, design futures, design thinking, co-design, user interaction, artificial intelligence, data visualization, and communication.

Tailor your studies by choosing electives that align with your interests and career goals.



# 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'll thrive in a diverse, supportive environment. Our strong ties with leading design firms, multinational companies, and industry professionals offer hands-on experience and career opportunities.

Students gain valuable industry insights, expand their networks, and understand design's impact on business. Our growing partnerships cover sectors like tech, healthcare, robotics, finance, retail, and transportation.

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# 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

## Alternative Pathway to a Master in Design

In today's competitive landscape, organizations increasingly recognize the importance of Design Strategy and Design Leadership as key differentiators. In combination, these two methods empower organizations to create effective products, services, and communication that prioritize user needs and business objectives.

The Graduate Certificate (GC) in Design Leadership provides a strong platform to apply these two approaches across various business contexts, delivered through the lens of Design Thinking and interdisciplinary collaboration.

**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

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

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

### Semester 1

8 Units  
Integrated Design Studio 1

4 Units  
Design Research Methods

4 Units  
Emerging Topics in Design

4 Units  
Unrestricted Elective (UE)

### Semester 2

8 Units  
Integrated Design Studio 2

4 Units  
Design Strategies & Leadership

4 Units  
Collaborative Design

4 Units  
Unrestricted Elective (UE)

## Objectives of the Graduate Certificate

1. Addressing Complex Business Challenges: Equipping learners with design cognition and methodologies to navigate and strategize design projects within real-world contexts.
2. Integrating Design Practice: Providing an advanced understanding of design practices in business through a service-learning approach, focusing on practical, real-world applications to drive innovation and growth
3. Leverage Strategy and Leadership: Exploring how design-driven strategy and leadership can be effectively applied across various domains to maximize impact.

# 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 S\$150 non-refundable application fee (not inclusive prevailing GST) online.

## Academic Background Requirements

Bachelor's Degree with merit or second-class honors, in a relevant design discipline, or in an area related to the intended program of study from an institution of recognised standing

Candidates with other qualifications and achievements deemed suitably prepared for the program of study may also be considered.

## Language Requirements

Applicants whose first language is not English are required to demonstrate their English proficiency by means of Test of English as Foreign Language (TOEFL) or International English Language Testing System (IELTS) test scores:

TOEFL: 85  
IELTS (Academic): 6.0

The official TOEFL/IELTS score sheets must be provided during the online application periods, otherwise your application will not be considered. Other tests are not accepted.

## Compulsory Application Materials

- Statement of Purpose
- Design Portfolio
- Velfie (Video Selfie)
- Detailed CV



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



# Talk to Us!

Division of Industrial Design  
[askid.postgraduate@nus.edu.sg](mailto:askid.postgraduate@nus.edu.sg)

College of Design and Engineering,  
Office of Graduate Programmes (Coursework)  
[cdegradcoursework@nus.edu.sg](mailto:cdegradcoursework@nus.edu.sg)

# Get Connected

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 NUS Division of Industrial Design

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Visit our MDes website at  
[www.cde.nus.edu.sg/did/mdes/](http://www.cde.nus.edu.sg/did/mdes/)