

An Introduction to the Institute for Design Innovation

Professor Mikko Korja
Institute Director





What we will cover

- Welcome
- What is design innovation?
- Our programmes





Our programmes

- Cultural Heritage Innovation MA
- Design and Branding MA
- Design Innovation MA/MSc
- Design Innovation Management MSc
- Service Design Innovation MSc
- Sustainable Management MSc

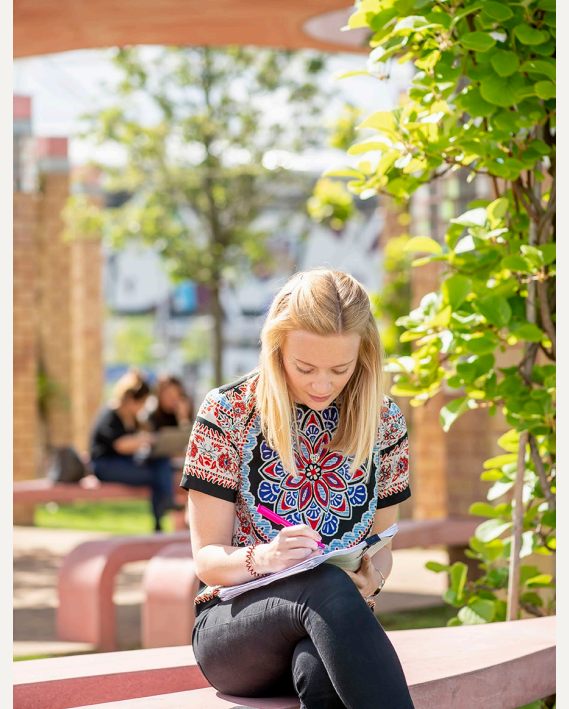
- PhD Design Innovation





Institute for Design Innovation

- 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.





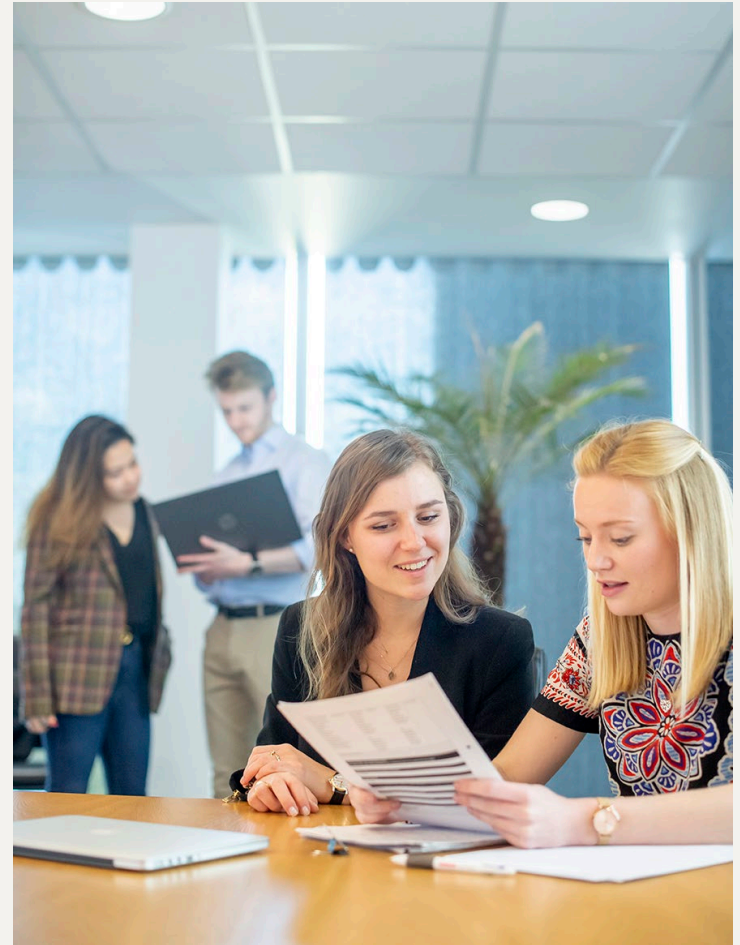
Innovative Teaching & Research

- 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





Our academics



Prof. Mikko Korja



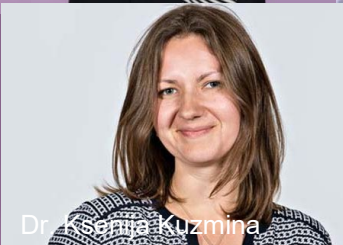
Dr. Ida Telabasic



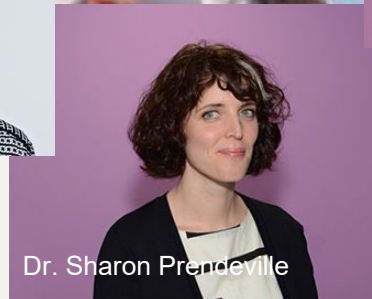
Dr. Thor Roser



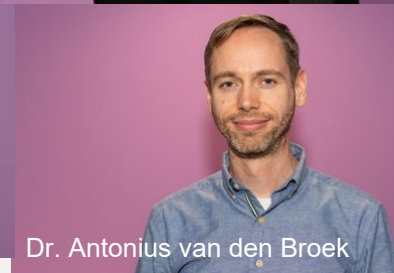
Dr. Laura Santamaria



Dr. Olga Kuzmina



Dr. Sharon Prendeville



Dr. Antonius van den Broek

Design at Loughborough

Student testimonial

“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

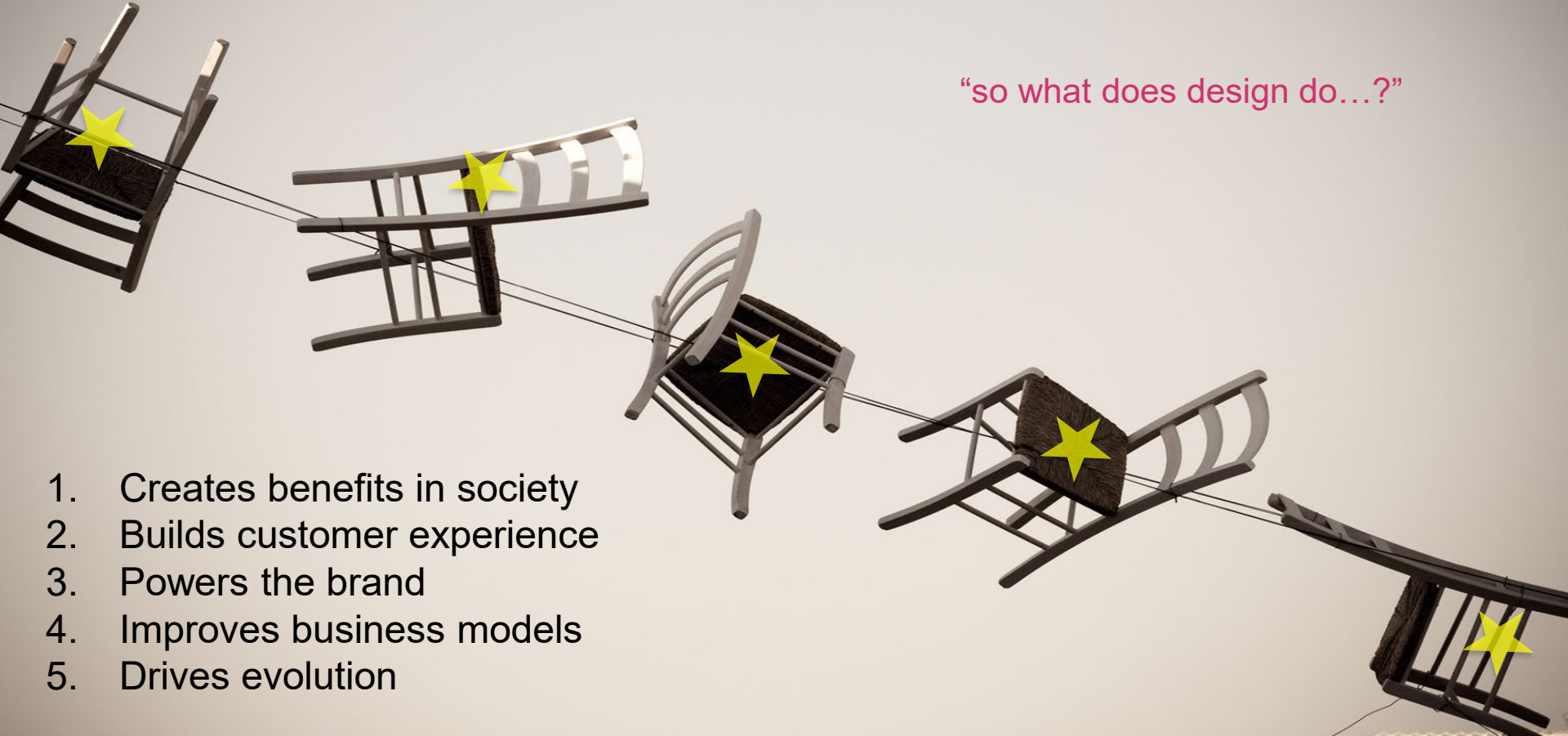
- 2nd in the UK for Art and Design
The Times Good University Guide 2021
- 2nd in UK for Design and Crafts
The Guardian University Guide 2021
- 3rd in the UK for Art and Design
Complete University Guide 2021
- 24th in the world for Art and Design
QS World University Rankings by Subject 2020



Design Innovation?

“so what does design do...?”

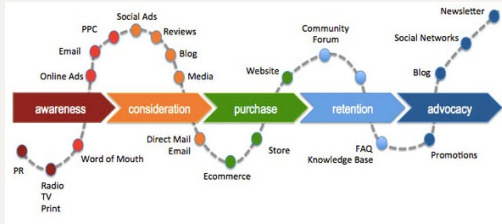
1. Creates benefits in society
2. Builds customer experience
3. Powers the brand
4. Improves business models
5. Drives evolution





Design builds experiences

- Aesthetic (sense) and emotional (feel)
- Pleasure
- Beauty
- Joy
- Fun





Design powers brands

- Identity
- Style
- Status
- Fashion



\$5&



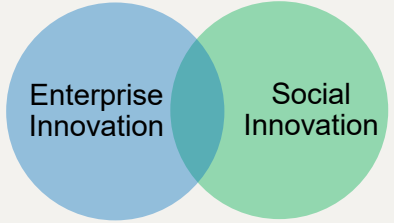
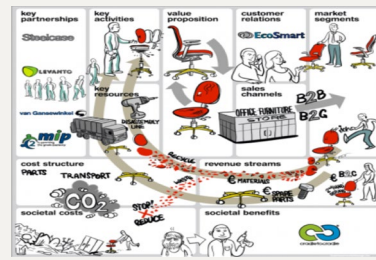
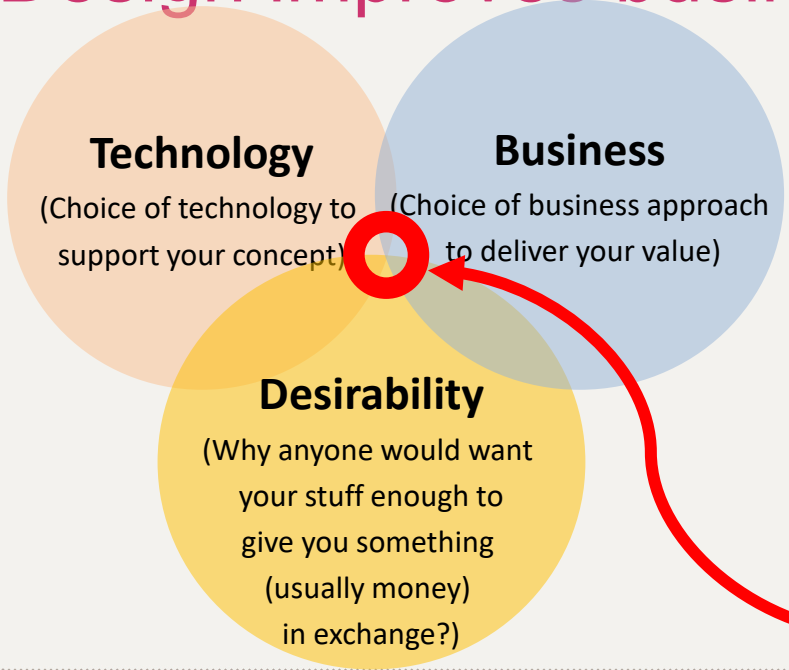
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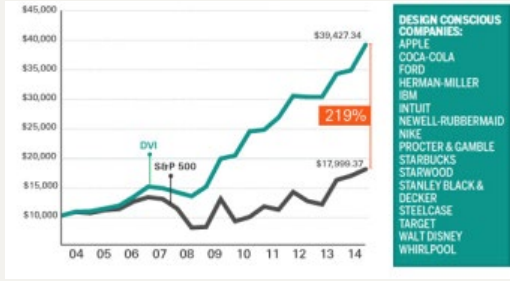
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Design improves business & service models



Design Innovation



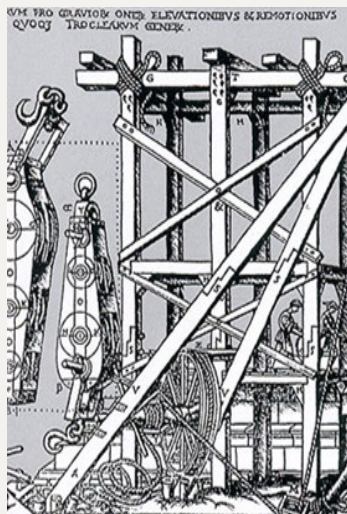


Design drives evolution & creates the future

Design



Innovation



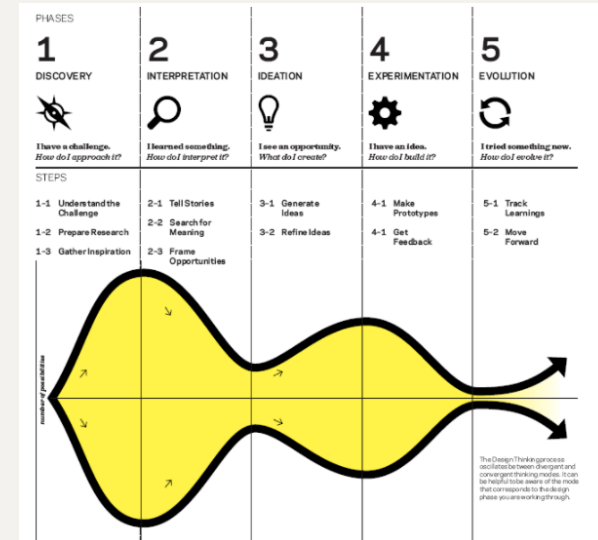
Future





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





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Design at Loughborough University London

Thank you for listening

Professor Mikko Koria

M.Koria@lboro.ac.uk