

Guidelines for the 2016 MASSEY Master of Design Project Outline

The Master of Design (MDes) is an advanced research qualification in design with direct application to industry. Students enrolled in the MDES are challenged to take a real-world design problem through to a well-evolved solution, eg product prototype, using pragmatism, critical thinking and strong technical.

The project outline serves two significant purposes: 1) To assist you in framing the project prior to study, and 2) To introduce yourself as a design researcher to the selection panel and demonstrate your existing knowledge on the topic and your existing research skills. We welcome responses to the questions below in any form or media. We understand that whatever you propose in this project outline, it is a beginning point and highly provisional. Just provide us with some indicative markers to your aims, dreams and expectations.

- YOU?** Introduce yourself as a designer. What are your strengths? What excites you about further study? What skills and knowledge do you bring to this learning experience? (Some of this question will be addressed in your portfolio.)
- WHAT?** Describe what it is you think you want to design. What are the primary research questions, issues or concerns involved?
- WHY?** Identify why you think this project is important to do.
- WHO?** Briefly outline some of the significant thinkers, writers and designers related to this topic.
- HOW?** What are the processes or methods of design-led research that you plan to use?
- INDUSTRY?** Who are your industry connections (partners, consultants, sponsors) for this project and what expertise, services, and opportunities do they offer the project?
- RESOURCES?** What specialist equipment, facilities, software or space needs will this project require?

When considering your project outline, we will be looking for evidence that:

- you have sufficient abilities as a designer to carry out a self-directed, innovative and creative design-led research project;
- you have abilities to communicate through writing and other design media
- you are competent at basic research activities such as literature search, analysis, critical thinking, ethics and writing;
- you are curious and reflective in your creative practice;
- you are committed to study;
- you are poised to seek scholarships, sponsorship and/or industry engagement.

The project outline is one of several elements to the full application. For details about what a complete application includes please refer to <http://creative.massey.ac.nz/study/how-to-apply/postgraduate-applications/>

There are three intakes to the Master of Design and the deadlines for applicants seeking entry are;

June 15 for July start

August 15 for September 15 start

Nov 15 2016 for February 2017 start

These deadlines are the same each year.

*we recommend International students apply three months in advance of start date to ensure adequate time for application review and, if offered a place, time to secure a student visa.

International students are to apply via the Massey University International Student Office: international@massey.ac.nz

Contact creative.postgrad@massey.ac.nz for further information.