

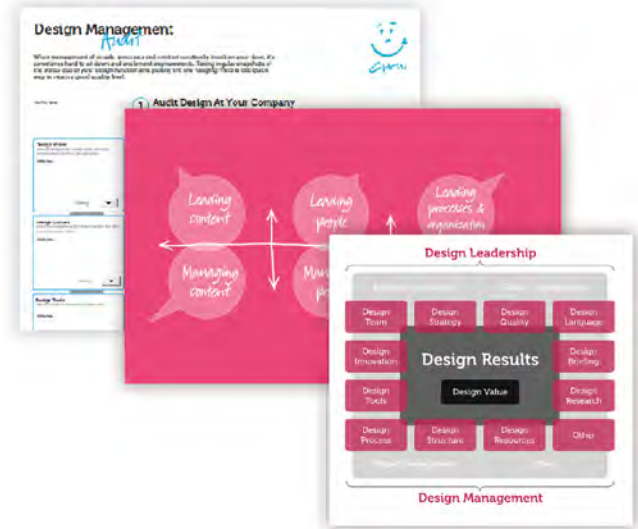
Design Management

Module Overview

Design is only valuable to a business when it is professionally managed. Design management is the profession of managing design and applies to all kinds of design disciplines.

A design manager is responsible for delivering great design results. To do that he or she manages areas like design strategy, design process, design briefing and many more. This can be done on three levels: strategic, tactical and operational.

- What are the characteristics of this profession and why is it so important to leave managing design and designers to professionals?
- What are the three contributions of design management that bring value to an organization?
- How does design management connect the realms of design and business?

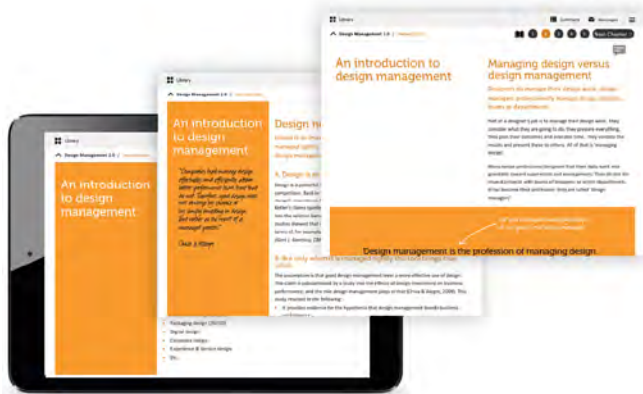


Design Management comes with the Design Management Audit tool.

Learning Goals

In this module we will achieve the following learning goals. You will be able to:

- Show understanding of different definitions and levels of design management.
- Clarify the relation between business objectives, goals and the way to manage design.
- Recognize the complex design profession within organizations.
- Audit your organization, to identify and communicate opportunities for improvements in the area of design management.



Screenshots from the Livebook app



“ Design management is too important to leave it to designers only. Design management is too important to leave it to managers only. ”

