

RCA launches MA in Service Design

Tom Banks

The Royal College of Art has announced a new MA Service Design programme.

The course will be headed by Nick Leon who formerly ran education programme Design London and says a need has been identified by the institution. 'Services now account for around 80 per cent of our consumption and employment in developed economies,' he says.

The course which launches next September will be relevant to designers wanting to make an impact on 'the environment, business and economy,' and is an area of increasing importance for 'big companies like IBM and organizations like the NHS,' says Leon.

The course follows on from Design London, a fixed-term Royal College of Art and Imperial College London education programme, which was funded by NESTA and has come to an end this year.

MA Service Design will be run in association with Imperial College and bring together 'business, technology and design,' says Leon.

Students will need to 'choreograph' these three disciplines and create 'a totality of experience – to bring the whole system together.'

Three audiences might look to apply Leon says, 'Experienced designers who want a level of engagement with clients higher up the food chain, new and recent engineering or design graduates, and management professionals with a technology background.'

Open days are being held on 13 December and 11 January between 2-5pm and any prospective applications will be for the 2012/13 academic year.

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