

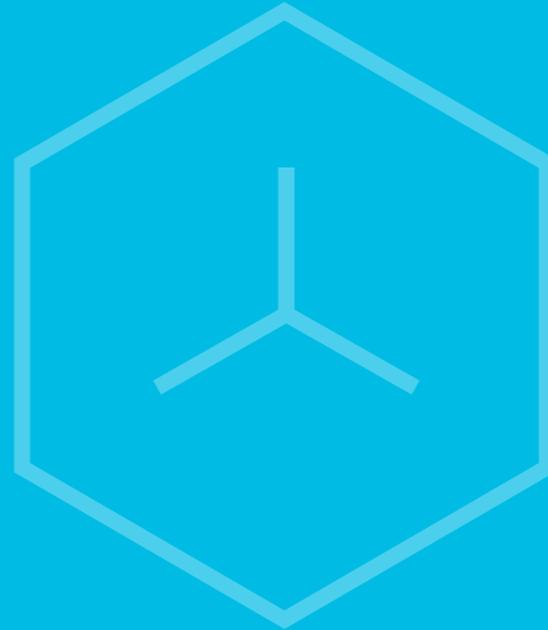
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 **LISTAHÁSKÓLI ÍSLANDS**  
Iceland Academy of the Arts

# INTERNATIONAL MASTER'S PROGRAMME IN DESIGN

THINKING SHAPES THE WORLD



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## DESIGN

**We now use the term “design” about thinking that reaches far beyond the traditional area of design, as design revolves first and foremost around shaping the space inside the human mind and spotting new possibilities. Design is research, transformative force and political action. Nothing is irrelevant to it, be it education, politics, business or society as a whole.**

The idea of designing things to sell in shops is now rather outdated, as the stated aims of design have become to lead thinking, to change attitudes and to have a positive influence on how people live. The demand is made of contemporary designers that they are aware of their responsibility and power in a world that has reached the utmost limits of materialism. Designers are important advocates of sustainability and responsible conduct, in built areas as in nature. They should be able to make out patterns as they appear in society, rearrange these and utilise for good work.

### Main focus:

- ▶ A systematic understanding of the relationship between design and the environment.
- ▶ Students should know about the conceptual premises of design and be able to take a responsible stance towards the environment and society.
- ▶ Deeper knowledge and increased skill to engage with complex design projects.
- ▶ The gaze is directed towards urgent contemporary issues.
- ▶ A change for good in society by using the methodology of design to increase the quality of life and efficiency – and to create value.
- ▶ Encouraging students to constantly seek new solutions and to cultivate their originality, imagination and critical thinking.
- ▶ The integration of ingenuity and aesthetics, technology, science and ethics for the creation of material and subjective value.
- ▶ Discourse on design is enhanced by deepening knowledge of the field and placing the methods of designers in a wider context.

## FURTHER INFORMATION WWW.LHI.IS

### Education for independent, dynamic and leading designers

The international MA Programme in Design is a 120 ECTS two-year full-time study programme. The Programme is international and teaching takes place in English. Students complete 30 ECTS of theory and practical courses each semester.

In mixed seminars across departments at the Academy of the Arts there are regular discussions between students and teachers with a special focus on artistic research and the integration of artistic practice and research. In seminars, students from different fields of the arts work together on projects.

Design and critical theory courses discuss thinking, theory and methods that can shed fresh light on and deepen the design process. There is an emphasis on interdisciplinary thinking and also on cultural and social analysis.

With research training, theoretical study, participation in seminars, individual projects and collaborative projects, students are trained to take initiative on projects and to manage these, to actively participate in collaborations,

to shoulder responsibility and to share their skills, ideas and knowledge in different circumstances.

Students share facilities in the studio and this is a platform for knowledge creation, artistic practice, collaboration and dissemination. A Master's Programme in Design is well suited to those wanting to work across professional fields with an open and critical attitude.

### Graduation project

The content of the graduation project must be based on students' own initiative. The students then define and formulate the design process in consultation with their supervisor. The students' area of interest and insight is paramount. The project needs a social context; local or international. It should also be well conceived, demonstrate relevant technical ability, independent and critical working methods, aesthetic understanding and ethical awareness.

The MA project is completed with a public exhibition and a written thesis. Students also communicate their conclusions in relation to the exhibition with a public presentation and publication.

### The classroom spans the world

Teachers and supervisors are not only the good people who make up the academic faculty of the Academy but also working designers and teachers from institutions and others at the forefront of their field. Students of the Academy of the Arts have therefore absorbed influences from far and wide by the time they graduate. A list of the numerous speakers, part-time lecturers and guest lecturers who engage in the teaching and structuring of the Programme is available on the Academy's website.

The Iceland Academy of the Arts actively participates in international collaborative networks. The participation of the Department of Design and Architecture in this collaboration makes it possible for students to take part of their studies at a variety of art academies around the world. Through the European Lifelong Learning Programme, students can furthermore apply for internships in Europe. Internships can take place during their studies or after graduation. Foreign guest lecturers regularly visit the Department and offer courses and lectures. In addition, a number of foreign exchange students study at the Academy of the Arts which enriches the student community making it more diverse.

A list of foreign collaborative institutions and networks is available on the Academy's website.

### Admission requirements

Applicants must have completed a BA/BS Degree or a comparable study programme and it is desirable that they have gained work experience in a field related to the working environment of designers. In assessing applications, applicants' work experience and submitted material (portfolio) is taken into consideration. Furthermore, interviews are conducted with students which focus on how well the applicant is likely to be able to adopt the methodology of design and to utilise the study programme, in relation to personal goals and proposal for research subject. An Admissions Committee evaluates applications.

*Further information about admission process, required documentation, portfolio and electronic application form is available on the Academy's website, [www.lhi.is](http://www.lhi.is).*