BACHELOR OF SCIENCE IN DESIGN MANAGEMENT

The Bachelor of Science in Design Management program at American University of Sharjah is the only program of its kind in the region. Taking courses in design and business, the program’s graduates meet the demand by a wide range of organizations for professionals with both strong management skills and an understanding and appreciation of the creative process.

Our graduates are working as design directors for public and private corporations, and design and advertising agency account executives. They are also actively recruited by galleries, events organizations and museums throughout the region.

All students in the College of Architecture, Art and Design (CAAD) must complete the one-year foundations program before advancing into their major field of study. Through this program, our students develop a basic practical and critical understanding of design principles.

Unlike in other design majors, the primary focus in design management is the people, the ‘consumers,’ and I was pleasantly surprised as I was guided on how to integrate a designer’s touch into the entrepreneurial world. Instead of solely designing aesthetics and improving functionality, design managers strive to design and enhance user experiences, not just for the now, but also for the future.”

Aashish Rajesh
Design Management Student

While our courses provide our students with expertise in design, they also give our students a breadth of understanding of other disciplines. The curriculum emphasizes experiential learning in the studio and encourages our students to work closely with faculty to become proficient conceptual thinkers and creative problem solvers.

Our students take design courses in the College of Architecture, Art and Design as well as business classes in the School of Business Administration. We ensure that our students have access to the best facilities available at this level in the country.

CAAD Labs promotes the act of making as an essential component of a comprehensive design education. It provides support and resources for student and faculty production of full-scale design output in pursuit of academic excellence, scholarly activities and cross-disciplinary practice.

The labs consist of three primary lab groups: Materials Labs, Digital Fabrication Labs and Multimedia Labs.

Our students also have access to state-of-the-art studios, equipment and workstations, including:

- **Materials Labs**
  - Woodshop
  - Metal Shop
  - Ceramics Lab
  - Finishing Lab
  - Materials Library

- **Digital Fabrication Labs**
  - CNC Routers
  - Laser Cutters
  - 3D Printers
  - Thermoforming Machine
  - CNC Foam Cutter
  - Industrial Robotic Arms

- **Multimedia Labs**
  - Media Production Lab
  - Post-Production Lab
  - Photo Studio
  - Darkroom
  - Printmaking Lab
  - Physical Computing Lab
  - Design Center

This would suggest the need for a nine-fold increase in the number of design graduates currently being produced in order to make the growth ambition self-sustainable.

The region needs 30,000 design graduates by 2019.

Sources:
- MENA Design Outlook Report 2015
- MENA Design Education Outlook 2016

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30,000
DESIGN GRADUATES
BY 2019.

IS THE 2013 MARKET VALUE OF THE MENA DESIGN INDUSTRY.

Graduates from our design management program are equipped with the skills, knowledge and confidence to:

- Work in client servicing departments within advertising agencies, which might involve defining creative briefs, costing, managing, planning a project and collaborating with the creative department.
- Work with event managers, which might involve promotion planning and management, liaising with designers for graphic material and project management.
- Establish new design companies by formulating business plans, developing marketing strategies and establishing teams of personnel for the company.
- Work as freelance design managers for individuals or organizations requiring specialist project management.

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requests more information

To apply to American University of Sharjah, visit www.aus.edu/apply.