



Design management is an innovative program that integrates visual design and business. Students learn about design practice, managing design projects as well as business, management and communication. Design management graduates will handle the business and management aspect of design from an informed point of view. They will be able to recognize the prerequisites and needs of a design project, to follow up on the results, to coordinate with customers and to coordinate a design team. The design manager is the interface between the client and the creative designer/team.



### Possible Career Options

- Account Manager
- Design Consultant
- Design Manager
- Marketing Manager
- Design Entrepreneur
- Project Manager
- Client Servicing Department



## Possible Employers

- Design Firms
- Marketing Companies
- Advertising Companies
- Government Organizations
- Interior Design Firms
- Media Industry
- Colleges and Universities
- Consulting Companies



## Skills Required

- Interest in business, arts, design and management
- Aptitude for logical and analytical thinking
- Ability to lead and organize people and teams
- Ability to understand a problem and to solve it using logic
- Ability to analyze needs and requirements to coordinate the creation of a design project
- Ability to make sound judgments and decisions
- Ability to creatively solve complex problems
- Ability to communicate and work with people
- Proficiency in written and oral communication



## Personal Attributes

- Achievement-oriented
- Capacity for detail and order
- Analytical and logical thinking
- Creative problem solver
- Capacity for precision
- Imaginative
- Excellent communication skills
- Alert
- Has integrity
- Ability to solve complex problems
- Leadership skills
- Organized and confident
- Interest in working with people
- Good team person



## Ways to Get Experience

- Doing an internship
- Becoming involved with design projects
- Attending business, management and design-related lectures, workshops or conventions
- Joining a professional design company
- Working part-time or volunteering in a school or university business or design department
- Working part-time in a marketing or advertising company, museum or art gallery