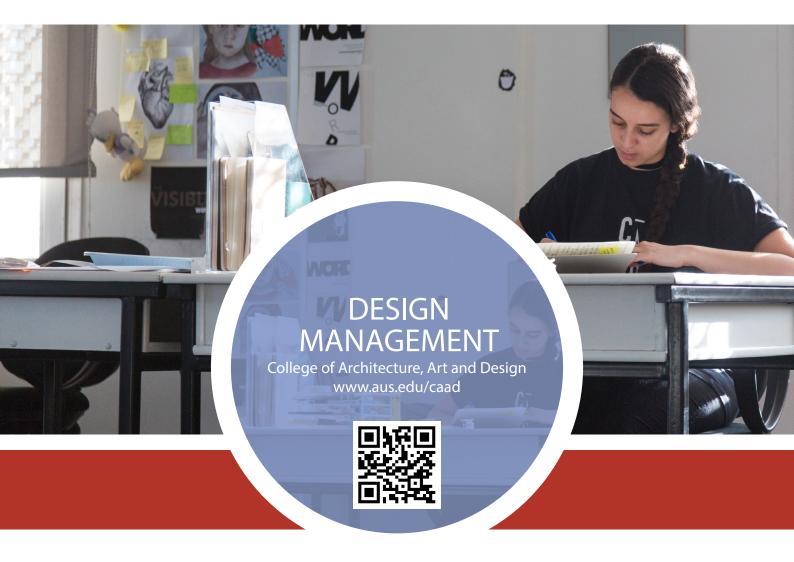
AUS | الجامعة الأميركية في الشارقة American University of Sharjah



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

DESIGN MANAGEMENT | College of Architecture, Art and Design



www.aus.edu/caad





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
- Aptitudeforlogicalandanalytical 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
- Abilitytomakesoundjudgments and decisions
- Abilitytocreativelysolvecomplex problems
- Abilitytocommunicateandwork 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
- Abilitytosolvecomplexproblems
- 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
- Attendingbusiness,management and design-related lectures, workshops or conventions
- Joining a professional design company
- Workingpart-timeorvolunteering in a school or university business or design department
- Workingpart-timeinamarketing oradvertisingcompany,museum or art gallery