

Master of Product Design (MProdDesign) College of Engineering



THE WORLD'S BEST CHOICE

Key facts about the programme

- 1 An advanced master's degree for graduates of a design-related first degree
- 2 18-months qualification including four taught courses and a 12-month thesis
- 3 Pathway to a PhD
- 4 Taught Postgraduate Certificate in Product Design available



What does this programme cover?

The Master of Product Design comprises two compulsory taught courses, two electives chosen from a range of subjects, and a thesis. The thesis is a research project, incorporating product conceptualisation, design and prototyping, supervised by an experienced design academic.

Compulsory courses

All students take the compulsory courses in Design Critique and Research Methods, and Systems Thinking for Product Design. These courses will form the foundation for the rest of the qualification and are taken in the first semester of study. These initial courses will teach you about

- How to write a research proposal.
- How to define design problems and research methodologies.
- The development of critical enquiry and thinking into design.
- A holistic approach to the evaluation of designed products and services; from aesthetic to environmental points of view.
- Applied systems thinking for product and service design.
- Construction and analysis of linear and non-linear models of interconnected systems relevant to product design.

Elective courses

Students will gain specialist knowledge related to their chosen areas of Industrial Product Design, Game Design, or Formulated Product Design. Electives can be chosen from courses in the following areas (subject to availability each year). This list is subject to change, visit the website for current information.

- Design and Manufacture
- Bio-Inspired Design
- The Development of Interdisciplinary Practice and Self
- Design Ethics
- Games for Health and Well-Being
- Immersive Collaborative Play and Design
- Gamification for Enterprises
- Fragrance Design
- Advanced Topics in Cosmetic Product Formulation

As a graduate of the MProdDesign you will have advanced knowledge of design research and practice, be equipped to critically analyse design problems and devise innovative, user-focused solutions for them and be experienced in developing product prototypes.

AT A GLANCE

Start Dates

February or July

Months to Complete

MProdDesign18 months

Features

Project.....Yes
Internship optionYes

Price*

MProdDesign \$44,000

Scholarship

For more information on scholarships go to www.canterbury.ac.nz/get-started/scholarships/

*The price (tuition fee) is indicative for 2020.

The School of Product Design was established in response to a growing demand from industry for students who are both creative and technically literate. The School teaches the Bachelor of Product Design in Applied Immersive Game Design, Industrial Product Design, and Chemical, Natural and Healthcare Product Formulation. This degree brings together both design and engineering to produce skilled and creative designers who understand aesthetics and technology

The Master of Product Design and the Master of Product Innovation expand this offering, producing graduates who are able to critically analyse design problems and devise innovative, user-focused solutions for them as well as being experienced in developing product prototypes.



The School has a multitude of laboratories and workspaces including metal and wood workshops, 3D printers, electronics labs, design studios, makerspaces, formulation laboratory, and computer, AR and VR suites.



Additionally, the university is home to the Human Interface Technology Laboratory NZ which is a multidisciplinary environment working to design solutions using advanced technologies. The School of Product Design and HIT Lab NZ have a close working relationship.

Thesis

- 12-month thesis of independent research, supervised by an experienced design academic, on a topic related to product or service design
- The thesis may, optionally, include development of a service or product prototype, ready to seek commercial investment
- Access to extensive digital, gaming, virtual and augmented reality, chemical laboratories, and physical prototyping workshops and makerspace facilities, as appropriate, in the School of Product Design

Postgraduate Certificate in Product Design

Students can complete after the four taught courses (two compulsory and two electives) with a Postgraduate Certificate in Product Design, without the requirement to complete the thesis.

What are the Entry Requirements?

A first degree in a design-rich discipline e.g. industrial design, product design, engineering, and approval by the Head of the UC School of Product Design

English	Overall	Lowest Band
IELTS	6.5	6.0
TOEFL	90	19 Writing
Pearson	58	50 communicative skills

What careers can this lead to?

A wide variety of career opportunities are open to graduates of this degree in areas related to your first design degree disciplines, supplemented by deeper knowledge and experience of the design process.

Graduates may find careers in design consultancy/practice in both the private and public sector.

It is also a suitable qualification for those wishing to start their own business based upon the ideas developed during their thesis.

Some graduates may want to continue in academia and consider design research careers and/or further academic research study (PhD).

Enrolment information

How to apply

Apply online through myUC:
<https://myuc.canterbury.ac.nz>

When to enrol

Prior to start of the next academic year.

Who to contact

Contact the Departmental Administrator
productdesign@canterbury.ac.nz

For more information visit:
www.productdesign.ac.nz

Important information

Refer to our website for more information on:

- The University of Canterbury
- Christchurch as a study destination
- Student visa and insurance

www.canterbury.ac.nz/international



AT A GLANCE

Why New Zealand?

- Within Top 7 in the world for Overall Prosperity, Natural Environment, and Social Capital
- Within Top 13 in the world for Education, Personal Freedom, and Safety & Security

Why Christchurch?

- Largest city in the South Island
- Ranked 65th in the world for Best Student Cities
- Lowest unemployment rate in Australasia
- Strong Economy

Why the University of Canterbury

- QS Ranked 227th
- 26 Subjects ranked in the top 250
- Residential campus
- 3000+ Employer connections
- 35 Research Centres

Source: www.universityrankings.ch/
www.prosperity.com/globe/new-zealand

This information was correct at May 2020.