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A 15-minute journey ...
through the global digital transformation and its consequences for higher education and research in Design Management

... with three stops
1. The nature of digital transformation
2. The implications for Design
3. Opportunities and challenges for Design Management
1
The nature of digital transformation and the consequences for young professionals
Why we love the digital transformation

The sunny side of the phenomena:

- close connectedness with our friends in any part of the world
- access to anything, anywhere @ any time
- smart products which are able to learn, to think and to support us
- creative jobs with cool titles
But digital transformation also means – no gain without pain

Knowledge must rapidly be refreshed:

- lifelong learning, adaptiveness, flexibility
- 5-6 careers instead of just one
- shortened learning phases
- complex problems instead of routine jobs
Result: Welcome to the Knowledge Society!

Characteristics:

- exponential growth of knowledge (= content)
- increasing demand for knowledge workers (= experts)

That’s the future young professionals will live in!
Doing design: Managing complexity and uncertainty

The Scientific Cycle: Model of interrelations in Design

Capabilities: High flexibility and high learning ability for new jobs and complex projects

Professional domain

Consequences of digital transformation

Development

Knowledge

Research

Higher education
2

The implications for design and its major features
Creativity as designers’ core competence in a broader sense

Creativity is becoming

- an intangible value
- a social process (instead of an individual one)
- everybody’s business in a creative economy
Innovation capability as main driver in a digital, knowledge-based society

Innovation is broadening, too:

- cross-fertilisation in interdisciplinary teams
- shift from innovation in technology to other areas
- skill of combining well-known elements in an innovative manner
Result: The golden age of designers has begun!?

Yes, but designers have to sharpen their profile by deepening their cognitive and social abilities:

- Designers’ shaping in a physical manner can partly be automatized.
- The mental competences (still!) remain a job of human capabilities.

That’s why you are here to study design management!
Planning design: Complementary skills for interdisciplinary teamwork on equal terms
3

Opportunities and challenges for Design Management in higher education and research
Opportunities in the knowledge-based and digital society

Design Management as “survival kit”:

- functional benefit: skills in teamwork, planning, marketing, innovation processes ...
- mental support: Strengthening the self-confidence of students and increasing their awareness of value creation.

Program for multi-perspective employability!
Challenges for a trans-disciplinary field of science

Design Management has to work out its own future scientific mission and profile.

- Roadmap for research: new territory has to be explored and mapped
- Toolbox of methods and models: systematic approach to creativity and innovation

Vision of a think tank for future relevance of design!
Learning and researching: Getting in touch with the future of design

The Scientific Cycle: Model of interrelations in Design

Capabilities: High flexibility and high learning ability for new jobs and complex projects

Professional domain

Planning competences: Range of skills adding analytic and strategic capabilities to the creative and innovative competences

Consequences of digital transformation

Realisation

Strong knowledge: Deep scientific understanding of design embedded in society, culture and economy

Higher education

Need for Findings: Design’s contribution to smart and sustainable development and a better quality of life

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The digital transformation of economy and society is taking place – as an irreversible process.

The design’s role is not yet clearly defined: Will it be a passive extra or an active co-creator?

Design Management as an expanded understanding of design opens new options for shaping the future – unless we want to achieve this!
Quellen

Seite 3: www.pixabay.com/de (1-3 von oben); www.stepstone.de (unten)


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