

Master of Design Strategies (ARM001.1)

Please note these are the 2021 details for this course

Domestic students

Selection rank	PG
Delivery mode	
Location	Bruce, Canberra
Duration	2.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Design and the Built Environment
UAC code	880600
English language requirements	An IELTS Academic score of 6.5 overall, with no band score below 6.0 (or equivalent).
	View IELTS equivalences

International students

Academic entry requirements	To study at UC, you'll need to meet our academic entry requirements and any admission requirements specific to your course. Please read your course admission requirements below. To find out whether you meet UC's academic entry requirements, visit our academic entry requirements page.
	View UC's academic entry requirements

Delivery mode	
Location	Bruce, Canberra
Duration	2.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Design and the Built Environment
CRICOS code	095573K
English language requirements	<p>An IELTS Academic score of 6.5 overall, with no band score below 6.0 (or equivalent).</p> <p>View IELTS equivalences</p>

About this course

Design and innovate for a global audience

The Master of Design Strategies delves into the theory and methodologies of applied design across products, interfaces and services via a practice-led approach. Throughout this coursework-based degree, you'll focus on social and global innovation, and will develop key skills in service design, interaction design and entrepreneurial practices.

The course structure allows for projects and problems from both the public and private sectors to be used as vehicles of learning and application. You'll be encouraged to build your degree in a manner which suits your personal career goals and aspirations. With a well-rounded knowledge of design thinking and innovation, you'll graduate ready to impress in a range of industries.

Study a Master of Design Strategies at UC and you will:

- interpret and solve complex problems using design thinking techniques and processes
- identify and evaluate concepts and theories dealing with service design, design innovation and entrepreneurialism in design
- develop and review an iterative process of design using models and prototypes to test and evaluate solutions to a wide variety of design problems
- integrate design knowledge and ideas to communicate design solutions to specialist and non-specialist audiences
- prepare and present professional design strategies to create solutions to social issues of global importance
- create business plans, pitch ideas, and develop branding and integrated communication plans for design concepts
- apply established theories in practice-led research techniques, formative thinking, and reflective and critical practice to create innovative design solutions.

Work Integrated Learning

Work Integrated Learning is a foundation of the Master of Design Strategies course, providing you with ongoing opportunities for direct industry engagement, such as connecting with government and private industry in Australia and overseas.

Career opportunities

The Master of Design Strategies gives broad training which aims to create design leaders, entrepreneurs, innovators and thought shapers across a wide range of fields and industries. Some job roles which graduates of the course might undertake include:

- Design strategist
- Design and project manager
- Design consultant
- Design studio manager
- Design researcher
- Content strategist
- Service designer
- Consumer experience and digital strategist
- Design and innovation strategist
- Design innovation lead
- Digital innovation manager
- Business manager – media and design
- Experiential designer
- Organisational design specialist
- Business development director – internet of things
- Product manager – innovation and new product development

Course-specific information

High-achieving Bachelor of Design students have the option of taking units in this Master of Design Strategies course in their final year of study.

Professional accreditation

To be advised.

Admission requirements

Applicants must have an undergraduate degree or equivalent as approved by the University Admissions Committee.

In making an offer to an applicant, the University will give consideration to a range of factors including English proficiency, academic record and/or employment experience.

Students who have completed the Graduate Certificate or Graduate Diploma in Design Strategies can articulate into the Masters program.

Vertical integration with an undergraduate degree is meritorious. Only high achieving students will be considered for inclusion.

Applicants with a completed Bachelor's degree in a related/cognate field may be granted credit for 12 credit points of unspecified credit and admission into the 1.5 year (EFTSL) program.

NOTE: Semester 2 admission is only available to applicants who have been granted 12 credit points credit towards the course.

Assumed knowledge

None.

Periods course is open for new admissions

This course is not open for new admissions.

Credit arrangements

There are currently no formal credit transfer arrangements for entry to this course. Any previous study or work experience will only be considered as part of the application process in accordance with current [course rules and university policy](#).

Course requirements

Master of Design Strategies (ARM001) | 48 credit points

Required - Must pass 48 credit points as follows

[Expand All](#) | [Collapse All](#)

Research Methods in Built Environment and Design G (11002) | 3 credit points — Level G

Creative Thinking G (11070) | 3 credit points — Level G

Ubiquitous Computing and Internet of Things G (11071) | 6 credit points — Level G

Designpreneurship G (11072) | 3 credit points — Level G

Visualisation and Prototyping G (11073) | 6 credit points — Level G

Service Design PG (11074) | 6 credit points — Level P

Strategic Design for New Economies PG (11075) | 6 credit points — Level P

Design Led Innovation PG (11076) | 6 credit points — Level P

Innovation Toolbox PG (11077) | 3 credit points — Level P

Design Incubator PG (11078) | 6 credit points — Level P

In addition to course requirements, in order to successfully complete your course you must meet the inherent requirements. Please refer to the [inherent requirements statement](#) applicable to your course

Typical study pattern

UC - Canberra, Bruce

Combined Vertical Masters with B Design (Industrial Design)

Standard Full Time, Semester 1 Commencing

Year 1 (Bachelor)

Semester 1

[Industrial Design Fundamentals \(11046\)](#)

[Introduction to Interaction and User-Centred Design \(11043\)](#)

[Professional Orientation \(Design\) \(10336\)](#)

[Visual Representation Techniques \(11041\)](#)

Semester 2

[3D Digital Design Fundamentals \(11047\)](#)

[Design Culture and Society \(11044\)](#)

[Introduction to Design Thinking Techniques \(11042\)](#)

One Open Elective Unit

Year 2 (Bachelor)

Semester 1

[3D Digital Design Advanced \(11049\)](#)

[Design for Low-Complexity \(11048\)](#)

Two Open Elective Units

Semester 2

[Design for Medium-Complexity \(11050\)](#)

[Materials and Processes \(11051\)](#)

[Professional Practice 1: Work Integrated Learning \(11017\)](#)

One Open Elective Unit

Year 3 (Bachelor)

Semester 1

[Creative Thinking G \(11070\)](#)

Designpreneurship G (11072)

Materials and Processes - Advanced (11052)

Professional Practice 2: Work Integrated Learning (11018)

Semester 2

Design for High-Complexity (11053)

Professional Evidence (Design) (11045)

Ubiquitous Computing and Internet of Things G (11071) OR Service Design PG (11074)

Year 4 (Master)

Semester 1

Innovation Toolbox PG (11077)

Research Methods in Built Environment and Design G (11002)

Strategic Design for New Economies PG (11075)

Semester 2

Design Incubator PG (11078)

Design Led Innovation PG (11076)

Combined Vertical Masters with B Design (Interaction Design)

Standard Full Time, Semester 1 Commencing

Year 1 (Bachelor)

Semester 1

Human Factors for Interaction Design (11054)

Introduction to Interaction and User-Centred Design (11043)

Professional Orientation (Design) (10336)

Visual Representation Techniques (11041)

Semester 2

Design Culture and Society (11044)

Introduction to Design Thinking Techniques (11042)

Programming for Design (11055)

One Open Elective Unit

Year 2 (Bachelor)

Semester 1

[Back-end Web Development \(11058\)](#)

[Front-end Web Design \(11056\)](#)

Two Open Elective Units

Semester 2

[Affective Interaction Design \(11057\)](#)

[Professional Practice 1: Work Integrated Learning \(11017\)](#)

[Tangible and Embodied Interaction Design \(11059\)](#)

One Open Elective Unit

Year 3 (Bachelor)

Semester 1

[Creative Thinking G \(11070\)](#)

[Designing for Data Informed User Experience \(11060\)](#)

[Designpreneurship G \(11072\)](#)

[Professional Practice 2: Work Integrated Learning \(11018\)](#)

Semester 2

[Professional Evidence \(Design\) \(11045\)](#)

[Service Design PG \(11074\)](#)

[Social Interaction Design \(11061\)](#)

Year 4 (Master)

Semester 1

[Innovation Toolbox PG \(11077\)](#)

[Research Methods in Built Environment and Design G \(11002\)](#)

[Strategic Design for New Economies PG \(11075\)](#)

Semester 2

[Design Incubator PG \(11078\)](#)

[Design Led Innovation PG \(11076\)](#)

Combined Vertical Masters with B Design (Visual Comm Design)

Standard Full Time, Semester 1 Commencing

Year 1 (Bachelor)

Semester 1

[Introduction to Interaction and User-Centred Design \(11043\)](#)

[Principles of Typography and Layout \(11063\)](#)

[Professional Orientation \(Design\) \(10336\)](#)

[Visual Representation Techniques \(11041\)](#)

Semester 2

[Design Culture and Society \(11044\)](#)

[Introduction to Design Thinking Techniques \(11042\)](#)

[Visual Communication Theory and Principles \(11062\)](#)

One Open Elective Unit

Year 2 (Bachelor)

Semester 1

[Design for Digital Contexts \(11064\)](#)

[Visual Branding and Identity Systems \(11065\)](#)

Two Open Elective Units

Semester 2

[Cross-Cultural Design Strategy \(11068\)](#)

[Packaging Design and Communication \(11067\)](#)

[Professional Practice 1: Work Integrated Learning \(11017\)](#)

One Open Elective Unit

Year 3 (Bachelor)

Semester 1

[Creative Thinking G \(11070\)](#)

[Designpreneurship G \(11072\)](#)

[Experiential Graphic Design \(11066\)](#)

[Professional Practice 2: Work Integrated Learning \(11018\)](#)

Semester 2

Information Visualisation (11069)

Professional Evidence (Design) (11045)

Ubiquitous Computing and Internet of Things G (11071)

Year 4 (Master)

Semester 1

Innovation Toolbox PG (11077)

Research Methods in Built Environment and Design G (11002)

Strategic Design for New Economies PG (11075)

Semester 2

Design Incubator PG (11078)

Design Led Innovation PG (11076)

Core Masters

Standard Full Time, Semester 1 Commencing

Year 1

Semester 1

Creative Thinking G (11070)

Designpreneurship G (11072)

Visualisation and Prototyping G (11073)

Semester 2

Service Design PG (11074)

Ubiquitous Computing and Internet of Things G (11071)

Year 2

Semester 1

Innovation Toolbox PG (11077)

Research Methods in Built Environment and Design G (11002)

[Strategic Design for New Economies PG \(11075\)](#)

Semester 2

[Design Incubator PG \(11078\)](#)

[Design Led Innovation PG \(11076\)](#)

Course information

Course duration

Standard 2 years full time or part-time equivalent. Maximum 6 years from date of enrolment to date of course completion.

Learning outcomes

Learning outcomes	Related graduate attributes
Interpret and solve complex problems using design thinking techniques and processes.	<p>1.1 UC graduates are professional: employ up-to-date and relevant knowledge and skills;</p> <p>1.3 UC graduates are professional: use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;</p> <p>1.5 UC graduates are professional: display initiative and drive, and use their organisational skills to plan and manage their workload;</p> <p>2.2 UC graduates are global citizens: adopt an informed and balanced approach across professional and international boundaries;</p> <p>2.3 UC graduates are global citizens: understand issues in their profession from the perspective of other cultures;</p> <p>2.5 UC graduates are global citizens: make creative use of technology in their learning and professional lives;</p> <p>3.1 UC graduates are lifelong learners: reflect on their own practice, updating and adapting their knowledge and skills</p>

	<p>for continual professional and academic development;</p> <p>3.3 UC graduates are lifelong learners: adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; and</p> <p>3.4 UC graduates are lifelong learners: evaluate and adopt new technology.</p>
Identify and evaluate concepts and theories dealing with service design, design innovation and entrepreneurialism in design .	<p>1.1 UC graduates are professional: employ up-to-date and relevant knowledge and skills;</p> <p>1.3 UC graduates are professional: use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;</p> <p>2.1 UC graduates are global citizens: think globally about issues in their profession; and</p> <p>3.3 UC graduates are lifelong learners: adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas.</p>
Develop and review an iterative process of design involving the use of models and prototypes to be able to test and evaluate concepts and solutions to a wide variety of design problems.	<p>1.1 UC graduates are professional: employ up-to-date and relevant knowledge and skills;</p> <p>1.4 UC graduates are professional: work collaboratively as part of a team, negotiate, and resolve conflict;</p> <p>1.5 UC graduates are professional: display initiative and drive, and use their organisational skills to plan and manage their workload;</p> <p>2.3 UC graduates are global citizens: understand issues in their profession from the perspective of other cultures;</p> <p>2.5 UC graduates are global citizens: make creative use of technology in their learning and professional lives;</p> <p>3.3 UC graduates are lifelong learners: adapt to complexity,</p>

	<p>ambiguity and change by being flexible and keen to engage with new ideas; and</p> <p>3.4 UC graduates are lifelong learners: evaluate and adopt new technology.</p>
<p>Synthesise design knowledge and ideas to communicate design solutions to specialist and non-specialist audiences.</p>	<p>1.2 UC graduates are professional: communicate effectively;</p> <p>1.4 UC graduates are professional: work collaboratively as part of a team, negotiate, and resolve conflict; and</p> <p>2.4 UC graduates are global citizens: communicate effectively in diverse cultural and social settings.</p>
<p>Prepare and present a professional design strategy to create design solutions to social issues of global importance.</p>	<p>1.2 UC graduates are professional: communicate effectively;</p> <p>1.6 UC graduates are professional: take pride in their professional and personal integrity,</p> <p>2.1 UC graduates are global citizens: think globally about issues in their profession;</p> <p>2.3 UC graduates are global citizens: understand issues in their profession from the perspective of other cultures; and</p> <p>2.5 UC graduates are global citizens: make creative use of technology in their learning and professional lives.</p>
<p>Create business plans, pitch ideas, and develop branding and integrated communication plans for design concepts.</p>	<p>1.2 UC graduates are professional: communicate effectively; and</p> <p>1.6 UC graduates are professional: take pride in their professional and personal integrity.</p>
<p>Research and apply established theories in practice-led research techniques, formative thinking, reflective and critical practice to create innovative design solutions.</p>	<p>1.3 UC graduates are professional: use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;</p>

	<p>1.5 UC graduates are professional: display initiative and drive, and use their organisational skills to plan and manage their workload;</p> <p>1.6 UC graduates are professional: take pride in their professional and personal integrity;</p> <p>2.6 UC graduates are global citizens: behave ethically and sustainably in their professional and personal lives;</p> <p>3.1 UC graduates are lifelong learners: reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;</p> <p>3.2 UC graduates are lifelong learners: be self-aware;</p> <p>3.3 UC graduates are lifelong learners: adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; and</p> <p>3.4 UC graduates are lifelong learners: evaluate and adopt new technology.</p>
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Awards

Award	Official abbreviation
Master of Design Strategies	MDesStrategies

Alternative exits

Graduate Certificate in Design Strategies;

Graduate Diploma in Design Strategies

Enquiries

Student category	Contact details
Prospective Domestic Students:	Email study@canberra.edu.au or Phone 1800 UNI CAN (1800 864 226)

Prospective International Students: Email international@canberra.edu.au or Phone +61 2 6201 5342

Current and Commencing Students:

Email artsanddesign.enquiries@canberra.edu.au or Phone (02) 6201 2570 or 6206 3887

Download your course guide



Scholarships

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CRICOS 00212K

TEQSA Provider ID: PRV12003 (Australian University)

UC acknowledges the Ngunnawal people, traditional custodians of the lands where Bruce campus is situated. We wish to acknowledge

and respect their continuing culture and the contribution they make to the life of Canberra and the region. We also acknowledge all other First Nations Peoples on whose lands we gather.