



MASTERING DESIGN

CHANGING THE WORLD
THROUGH BOLD AND CURIOUS
THINKING, MAKING AND DOING

A DYNAMIC CULTURE



The School of Design houses a dynamic culture engaged in ongoing debate on all aspects of design.

A culture that thrives on new ideas, new ways of doing things and new areas of exploration.

**Department of
Communication Design**

**Department of
Product Design**

**Department of
Design for Body & Environment**

15 months

MA Communication Design

graphic design
Illustration
moving image design

MA Product Design

**MA Design for
Body & Environment**

fashion design
textile & surface design
jewellery & objects

12 months

MA Interaction Design

MSc Medical Device Design

MA Service Design

36 months

PhD through Design

NCAD SCHOOL OF DESIGN

12 month, 15 month and 36 month Postgraduate Programmes

TAUGHT MASTERS BY PROJECT IN DESIGN

Suite of 15 month MA Design programmes offered across the School of Design

MA COMMUNICATION DESIGN

Communication design is a critical tool that probes the complexities of contemporary culture — in, through and for society — while always striving to incite change.

This research-led taught programme develops acute awareness with respect to heritage and a boldness to shape futures. Communication Design uses a variety of media to creatively communicate ideas and concepts that can inform, challenge, educate and transform lives. The field of communication continues to evolve rapidly.

Our students are encouraged to discover new possibilities and creative practices while developing the critical, creative and technical excellence needed to succeed within the fields of contemporary graphic design, illustration and moving image design.

<https://ncadprospectus.com/graduate-studies/design/ma-communication-design>

15 month programme

MA DESIGN FOR BODY + ENVIRONMENT

Product design needs disruptive thinkers and practitioners to shape the objects and interactions of contemporary society.

This research-led taught programme supports designers to expand their practice in the context of technological advancements, new modes of production and global environmental challenges.

The MA Product Design, is a research-led taught masters aimed at building on knowledge and practice acquired at undergraduate level and within professional practice, with applicants proposing a research agenda that will provide a focus for their study.

<https://ncadprospectus.com/graduate-studies/design/ma-product-design>

15 month programme

MA PRODUCT DESIGN

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15 month programme

INNOVATION THROUGH DESIGN

The current 'mantra' of government and industry

INNOVATION OF DESIGN

Moving beyond the tried and tested tools, methods & formulas

NCAD DESIGN IS...
AWARDWINNING

2020 AWARDWINNERS:

Students:

- 3 iD x Arts Thread Global Graduate Awards
- 5 International Society of Typographic Design awards
- 6 Institute of Creative Advertising and Design Upstart Awards
- 2 Universal Design awards
- Create Ireland Recent Graduate Research and Development Award
- Brown Thomas Young Designer to Watch Award
- River Island Design Award
- 19 Institute of Designers in Ireland Graduate Design Award shortlists
- 8 Design and Craft Council of Ireland Future Maker Award shortlists
- 3 Royal Society of the Arts Global Design Award Shortlists
- 1 Runner up in national Dyson Design Award
- 1 Feel the Yarn International Award shortlist

Staff:

- 6 Institute of Designers in Ireland Design Awards including the award for Design Education and Research
- Creative Futures Academy proposal led by NCAD received over €10 million in government funding

The Best Design School in Ireland



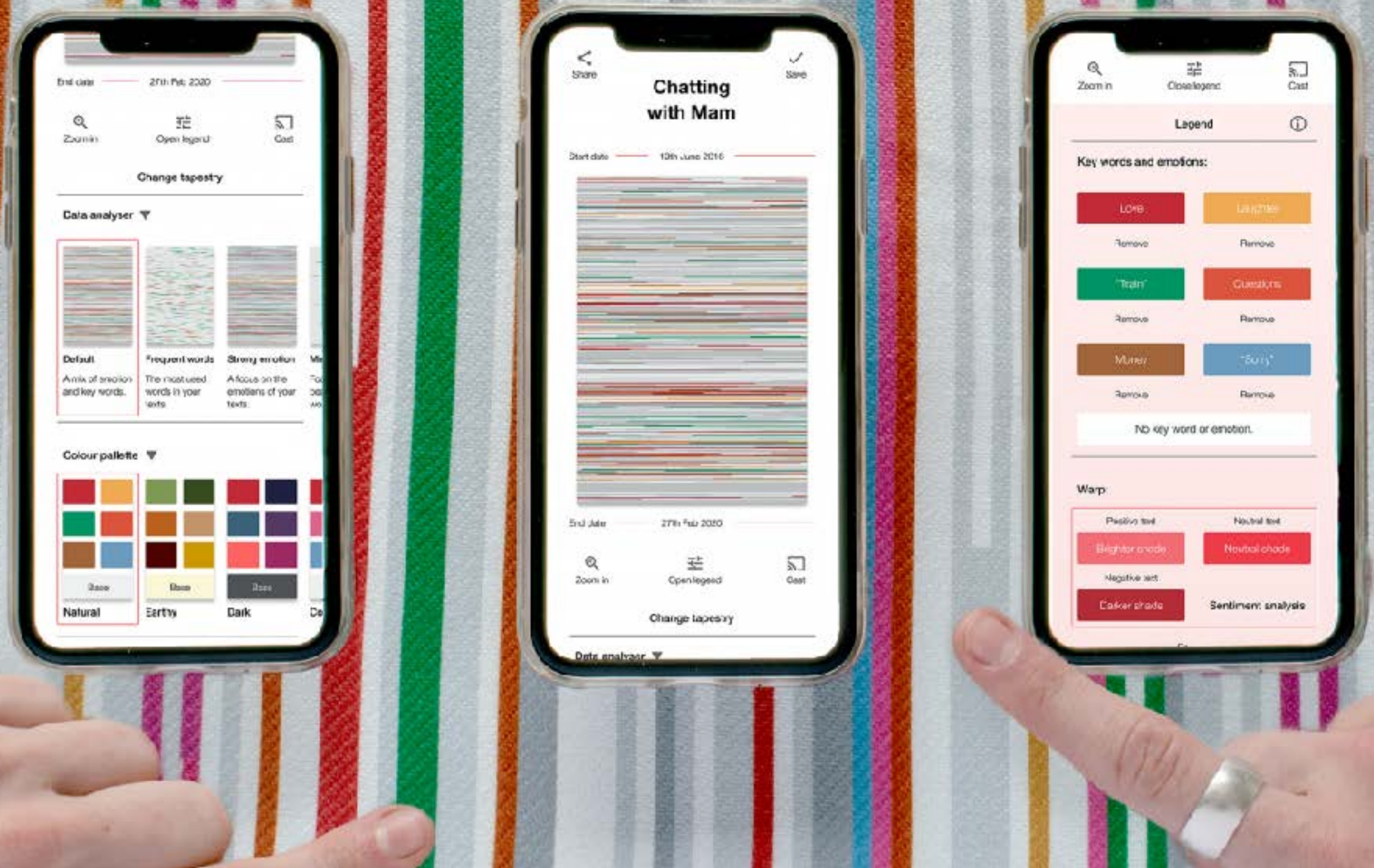
Sabhín O'Sullivan - 'Nurah' - remote monitoring of vital signs in newborn babies living in Uganda
ARTSTHREAD x i-D global design graduate award winner for Design for Good



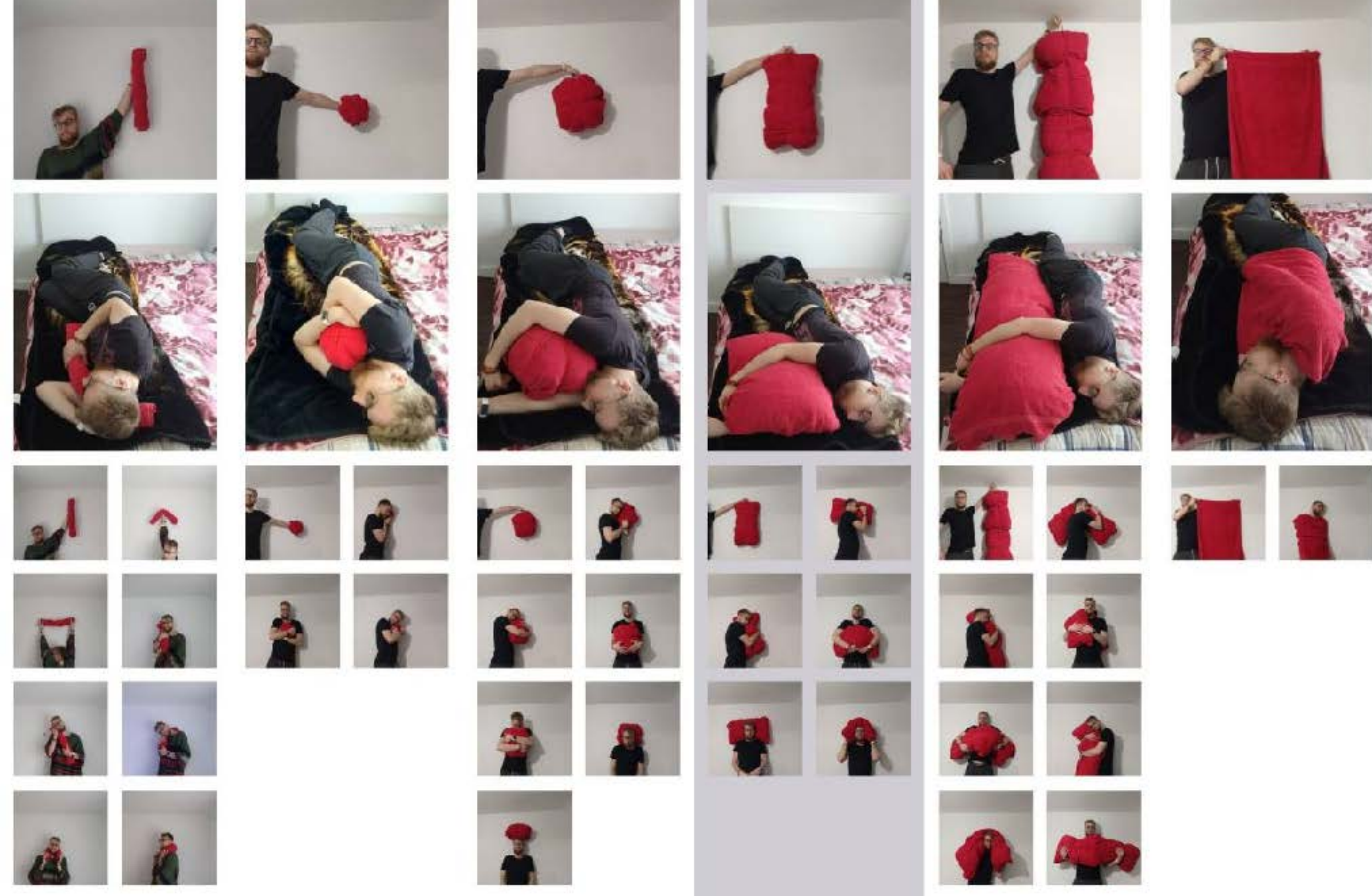
Keith Fitzsimmons - 'Peppy'- incentivising children with Cystic Fibrosis (CF) to practise airway clearance therapy
Dyson Design Awards National Runner Up



Jack Canavan - 'FLO' exhibition wayfinding device
Enterprise Ireland Universal Design Commercialisation Award and Products & Services award



Diarmuid Farrell - Woven Chats , archiving digital ephemera
ARTSTHREAD x i-D global design graduate peoples award for Interaction and Game Design



Linus Staniukynas - Vesper is a sensory pillow and companion app helping children with Autism Spectrum Disorder sleep
ARTSTHREAD x i-D global design graduate judges award for Interaction and Game Design



**Una Curran - 'Entangled Traces' Collection
Brown Thomas Designer to Watch Award**



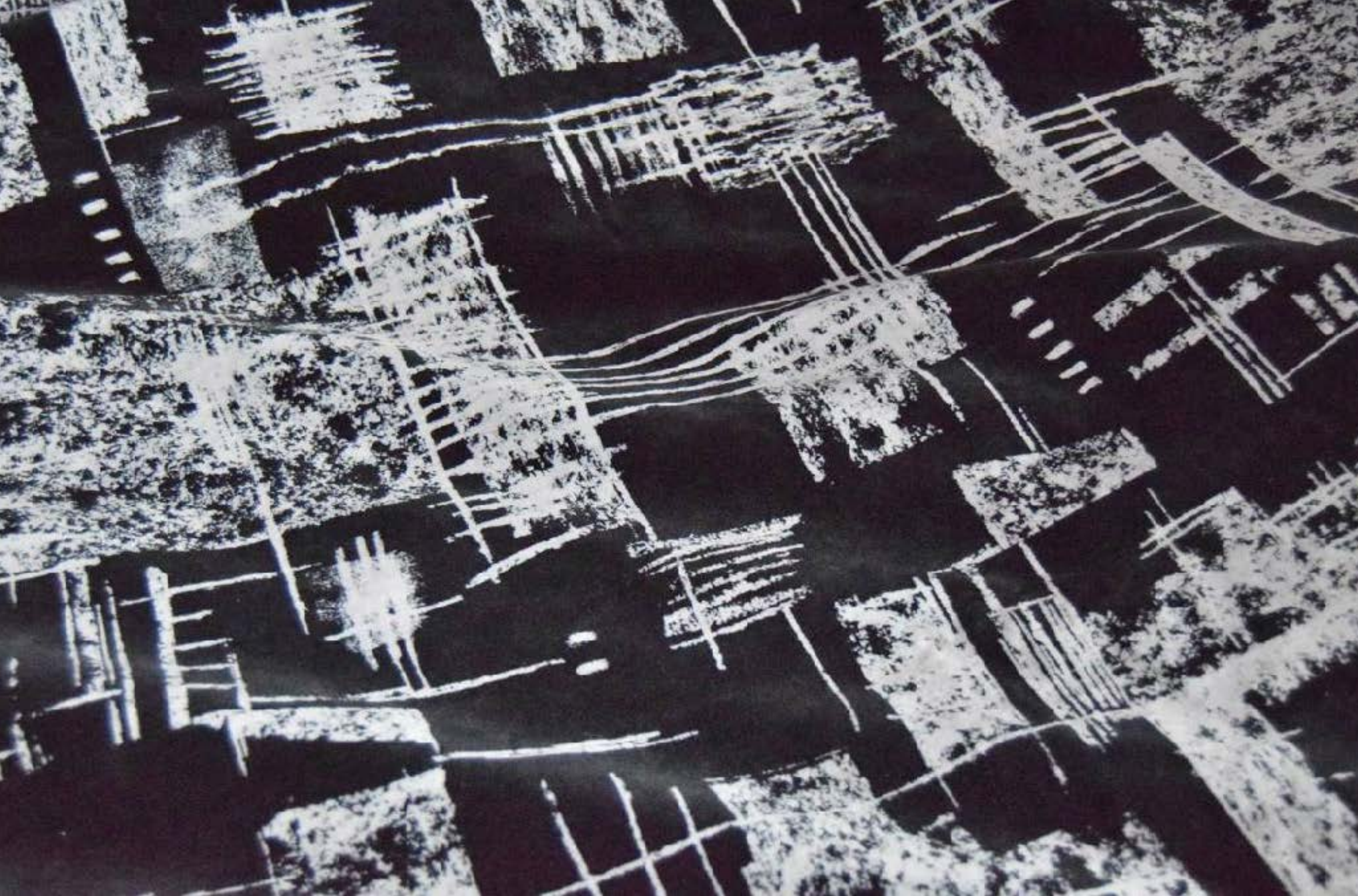
Nicole O'Reilly - 'COILL AN CHAOICH' Collection
Feel the Yarn 2020 Finalist



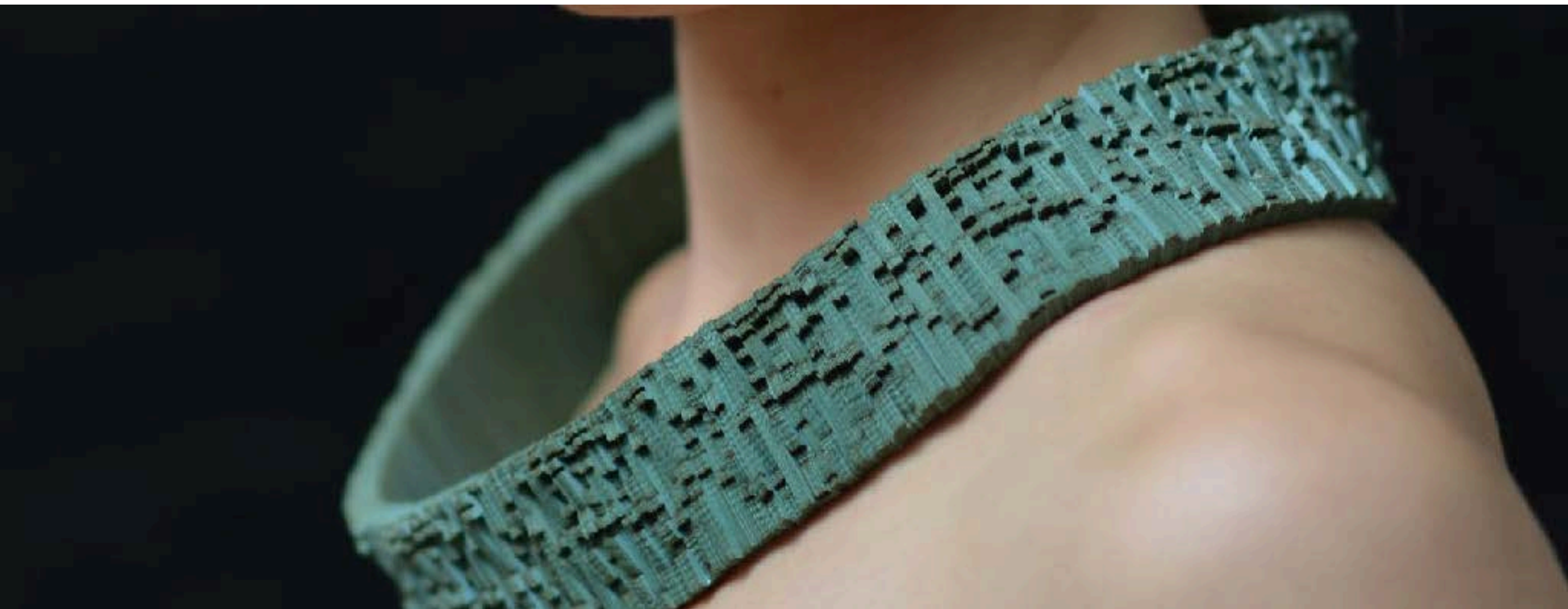
Orla Brady - 'Ah You'll Grow Into It' Collection
River Island Award



**Megan Nolan - 'Reused 'Collection
DCCI Future Makers shortlisted**



Denise Cullerton - 'Urban Realignment' Collection
IDI Graduate Design Awards Shortlisted



Genevieve Howard
DCCI Future Makers shortlisted

Orla King - 'Let's Dance', celebrating the history of Irish club culture
ICAD Upstart Winner



Kinda Strama- Once an Immigrant, always an Immigrant
ICAD Upstart Winner



Sanaa El Habbash - A lot on your Plate, Empty Pockets, Patches of Palestine
Create Ireland Recent Graduate Research and Development Award

They
might
look
clumsy
on
land

Adelie penguins are
a bit
brilliant swimmers.
but

At the end of the day, it was all about the penguins. They had marked all the penguins in one group of nests at each colony using microchips injected under their skin. The chips are called PIT tags.

In going from their nests to the sea and back again, the tagged penguins must walk through a hoop-shaped antenna which reads the chip's electronic numbers. As they pass through the hoop, the penguins also cross an electronic scale that assesses their weight. The information is sent to a computer to be stored.

By knowing when penguin parents come and go from their nests, how much they weighed when they went to sea, and how much they weigh upon their return, researchers are able to determine the amount of food each penguin caught over what time period. In addition, using tape, Ainley applies small instruments to the back of penguins that record their diving behavior, and with the help of a satellite connection, pinpoints where they went to find food.

The ocean-going skills of the penguins are important when it comes to finding prey, and finding it quickly. The fish and krill that Adèle penguins pursue are often in just one school of fish, which they keep revisiting. If the penguin wait too long to catch their breath before diving again, their meal may have swum away or competitor may have eaten it. Then they must search for another school, which takes time and energy. If Adèle penguins are to be successful, efficient swimming and foraging skills are essential.

Ainley and colleagues hope to determine how age, experience and physiology affect the skill set of penguins in their pursuit of prey. Also, Ainley wants to know if experience or inheritance has critical bearing on breeding success for these penguin athletes. The next steps in his research relate to a penguin's breath-holding capabilities.

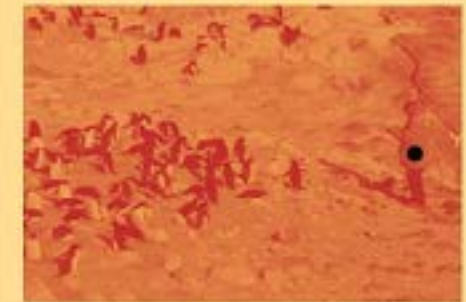
Illustration

Illustration

Illustration

Illustration

Fig. 7. A researcher studies the Adèle Penguin.



"We are interested in the capability of their blood to hold oxygen. So we are collecting a little bit of blood from a penguin after it goes on a foraging trip to look at its red blood cell count and hemoglobin levels, a measure of oxygen-storing capabilities," he says.

Ainley hopes that by investigating the foraging capabilities of super breeders, we can understand the much larger picture of how Adèle penguins will cope with climate change.

Ultimately, the amount of sea ice will dictate how the penguins respond. If the sea ice goes away entirely, the penguins will disappear, but more subtle changes before then will be important. With the unstable environment in which they live, Adèle penguins are being tested.

80%



Remission by 10th session

Alan Early - ISHARA: The Psychology of Blood
ICAD Upstart Winner



**Béibhínn McCarthy - Relationships with the Dublin City
IDI Graduate Design Awards Shortlisted**

TAUGHT BY LEADING DESIGNERS



IDI AWARDS 2020 WINNERS

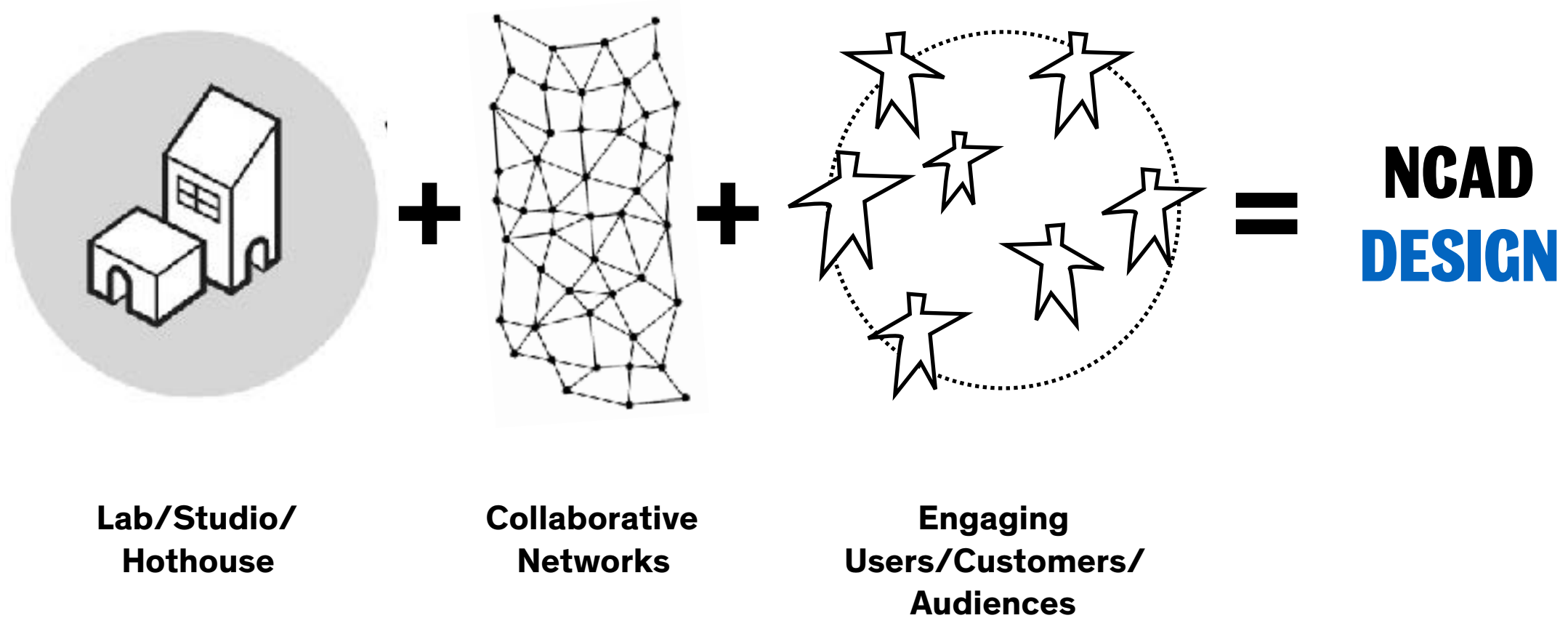


NCAD Design Staff win 6 awards at IDI Awards 2020



DESIGN **BEYOND THE 'IVORY TOWER'**

Real World Learning



CREATING A DESIGN ECO-SYSTEM

DESIGN EDUCATION 2.0

NCAD DESIGN IS...
CREATING PREFERABLE
FUTURES



Present

Future

Possible

DESIGN FUTURES

PPPP Model

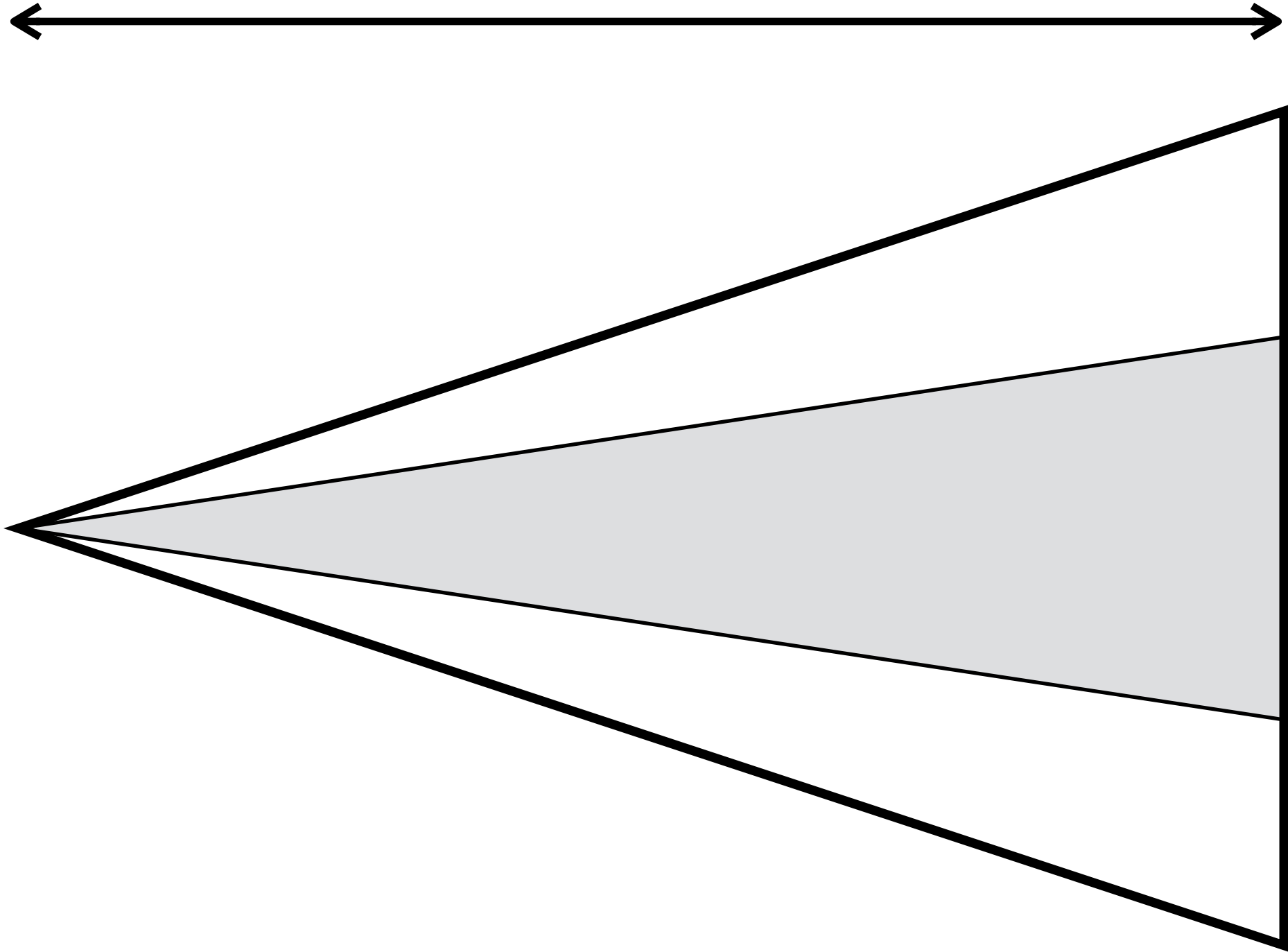
Present

Future

Possible

Plausible

DESIGN FUTURES



Present

Future

Possible

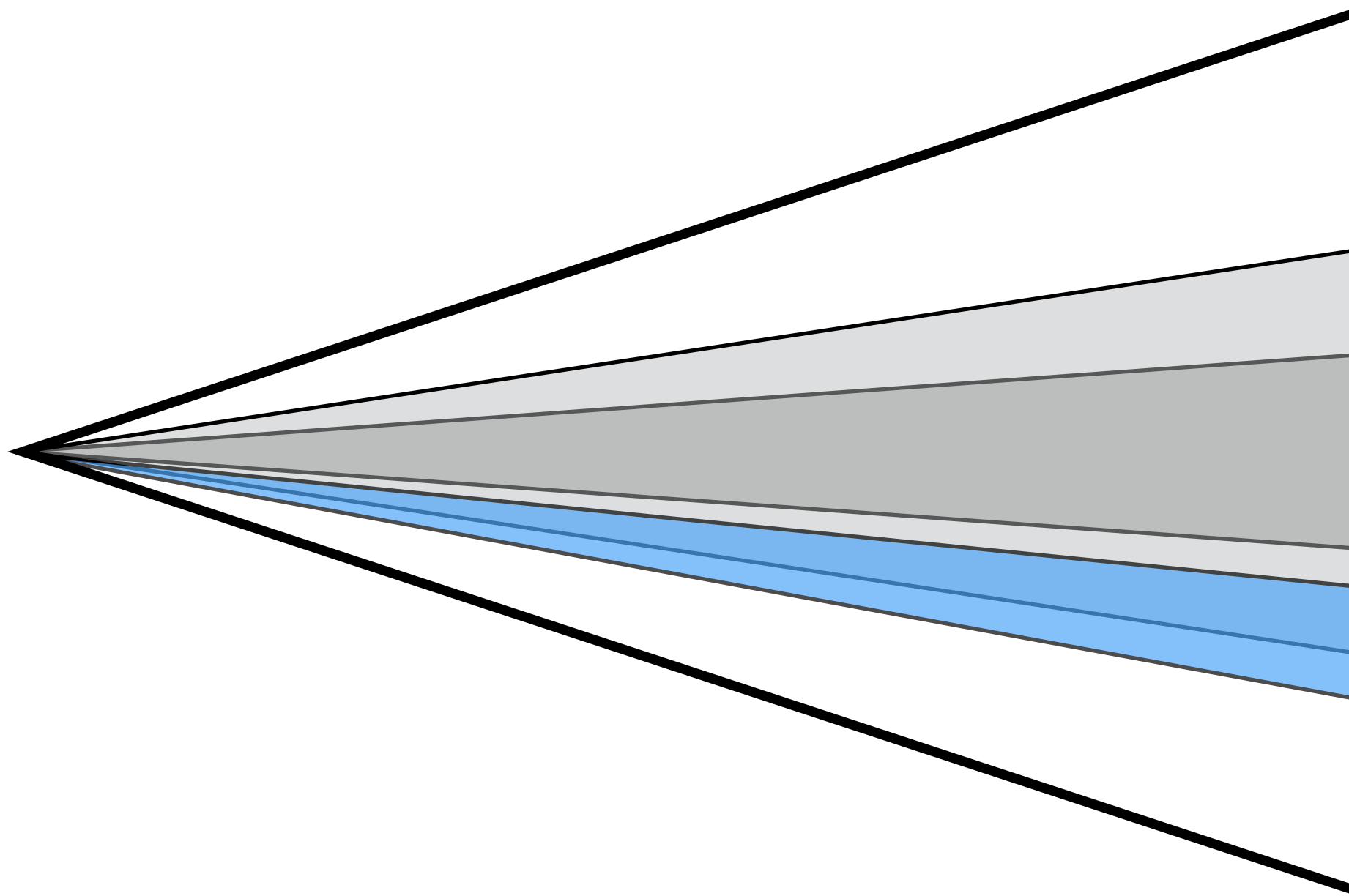
Plausible

Probable

DESIGN FUTURES

Present

Future



Possible

Plausible

Probable

Preferable

DESIGN FUTURES

**“THE BEST WAY TO
PREDICT THE FUTURE
IS TO **CREATE** IT”**

Peter Drucker

DESIGN

YOUR

FUTURE



DESIGN

OUR

FUTURE



NCAD DESIGN

