

New Advanced Industrial Design Course in Bilbao

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These times of great change and greater challenges, Strategic Design is increasingly regarded as a driving force for innovation. Therefore, the recognition of design tools and the necessary skills for the generation of new ideas and the definition of new business is growing.

Aware of this need, Mondragon Unibertsitatea and Bilbao-Bizkaia Design & Creativity Center- launched an Advanced Industrial Design Course in Bilbao Berrikuntza Faktoria, headquarter of Mondragon Unibertsitatea in Bilbao. This course will provide participants the knowledge and practical tools about industrial design world and its applications.

The objective of this course is to train participants with the new tools of Strategic Design/Design Thinking and the potential to define new products-services and the creation of new businesses.

It is a 100 hours course that begins on 7th March and ends on 14th June and it will take place in Bilbao, Uribitarte 6.

It is focused to people with business experience, people interested in learning the discipline of Industrial Design and its potential as a creative process and its integration in industrial activities. R&D responsables, technical directors, marketing directors, and people involved in decision making on innovation related issues.

This advanced Industrial Design course will show to business professionals how strategic design can attract new sustainable business opportunities with a high component of design innovation.



Advanced Industrial Design Course