Good Design Stems From Effective Collaboration Between the Designer and the Client.

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MA Professional Design Practice

This programme aims to augment the visual skills developed at undergraduate graphic design level, with a range of conceptual, technical and management skills that are appropriate for the professional practice of graphic design.

Real World

One of the core characteristics of the MA programme is the emphasis on real world projects and the interaction with real world clients. Through the use of live projects the programme aims to create a learning environment where students construct personal knowledge based on real world issues and practices.

Community Links

Our partnership with the DIT Community Links Programme allows our design students to collaborate with real world clients. Students benefit by developing a deeper understanding of how their design skills can add value to real world businesses and organisations.

Design Enhancement

Good design stems from effective collaboration between the designer and the client. Each party brings to the table a pillar of knowledge, that when shared effectively, enhances understanding and leads to design solutions that are more appropriate and effective.

By meeting regularly with community link clients, students improve their design communication and presentation skills. These activities help students to develop their ability to talk intelligently about design in a way that is meaningful to real world clients. These skills are essential in the professional practice of graphic design.

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About the project
The project aim was to devise a strategy for the development of a new wayfinding system to improve navigation and orientation for visitors to Beaumont Hospital.

Colm Dunne and Michelle Lynch carried out the project as part of their work on the MA in Professional Design Practice. The project required close collaboration with the DIT Community Links office and staff in Beaumont Hospital.

Their design process involved a study of the effectiveness of the existing system, conducting interviews with staff and visitors to Beaumont Hospital and the identification of national and international best practice wayfinding models. The chart above summarises their findings and recommendations.