

DESIGN MANAGEMENT - CASE STUDY & WORKSHOP

““Bridging Creative Vision and Project Execution Through Strategic Design Leadership””

Schedule

Date	Venue	Fees
03 – 05 Feb 2026	Abu Dhabi, UAE	USD 2495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Design Management is the practice of aligning design strategy with business goals to ensure the successful integration of creativity, functionality, and performance in projects. Whether managing architecture, branding, UX/UI, or industrial design, professionals must lead design processes across complex teams, timelines, and expectations.

This 3-day workshop-based course is designed to help professionals manage design projects strategically—from brief to execution. Blending case studies and hands-on simulation, participants will engage with tools and methods to manage design thinking, client alignment, multidisciplinary collaboration, and project control. Ideal for design leads, project managers, and clients seeking to strengthen project outcomes through effective design leadership.

Objectives

By the end of this course, participants will be able to:

- Understand the principles and process of strategic design management
- Translate client needs into clear design briefs and deliverables
- Manage interdisciplinary teams including creatives, engineers, and stakeholders
- Control cost, scope, and quality in design-led projects
- Facilitate collaborative ideation, review, and approval cycles
- Apply lessons from real-world case studies across various industries

Why Attend

- Learn structured frameworks to manage creative and technical project inputs
- Improve communication and expectations between design, business, and technical teams
- Avoid cost overruns and misalignment in design delivery
- Gain practical experience through collaborative design simulations
- Build confidence to lead design-related initiatives in your organization

Target Audience

This program is designed for:

- Design managers and creative directors
- Project managers and client representatives
- Architects, engineers, and consultants
- Marketing and product development leaders
- Anyone involved in design-intensive projects

Individual Benefits

Key competencies that will be developed include:

- Brief development and scope alignment
- Design planning, review, and approval management
- Stakeholder coordination and design QA/QC
- Creative facilitation and value-based decision-making
- Conflict resolution and expectation management

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Greater ROI on design projects through better scope and cost control
- Fewer revisions and clearer design processes
- Stronger collaboration between internal and external project teams
- Enhanced innovation through structured creative management
- Faster project approvals and stakeholder satisfaction

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- International and regional case studies
- Facilitated group workshops
- Design briefing templates and stakeholder maps
- Concept review tools and risk mitigation plans
- Collaborative team simulations and pitch presentations

Course Outline

Detailed 3-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3-4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Introduction to Design Management

- **Module 1: Foundations of Design Management (07:30 - 09:30)**
 - What is design management?
 - The role of the design manager in project delivery
 - Design management vs. project management
- **Module 2: Translating Needs into Design Briefs (09:45 - 11:15)**
 - Client requirement capture
 - Writing an effective and measurable design brief
 - Aligning business goals and creative direction
- **Module 3: Managing Scope, Cost & Schedule in Design (11:30 - 01:00)**
 - Design phases and budgeting principles
 - Managing time, quality, and iteration cycles
 - Contingency planning for design risk
- **Module 4: Case Study - Design Brief Breakdown (02:00 - 03:30)**
 - Teams analyze a real case and critique the design brief

Day 2: Leading Multidisciplinary Design Teams

- **Module 5: Facilitating Collaboration Between Disciplines (07:30 - 09:30)**
 - Designer-engineer-client alignment
 - Communication strategies across disciplines
 - Decision-making models and conflict resolution
- **Module 6: Quality Control and Review Management (09:45 - 11:15)**
 - Milestone reviews and approval structures
 - Feedback loops and change control
 - Presentation and storytelling for design proposals
- **Module 7: Case Review - Project Success & Failure Factors (11:30 - 01:00)**
 - Post-mortem of completed design projects
 - What worked, what didn't, and how to improve
- **Module 8: Group Exercise - Review Session Simulation (02:00 - 03:30)**
 - Participants simulate a design review with cross-functional stakeholders

Day 3: Innovation, Integration & Implementation

- **Module 9: Innovation in Design Management (07:30 - 09:30)**
 - Encouraging design thinking in delivery teams
 - Tools to capture and evaluate innovative ideas
 - Using prototyping and visualization to communicate
- **Module 10: Final Project Simulation - Design Strategy Presentation (09:45 - 11:15)**
 - Teams apply all elements of the course in a full design scenario
 - Create a design brief, stakeholder plan, and review strategy
- **Module 11: Final Presentations and Peer Feedback (11:30 - 01:00)**
 - Teams present to a simulated client/executive panel
 -

Instructor and peer evaluations

- **Module 12: Course Wrap-Up and Certification Briefing (02:00 - 03:30)**
- Review of key insights
- Personal development planning
- Certification and final Q&A

Certification

Participants will receive a **Certificate of Completion in Design Management - Case Study & Workshop** , validating their skills in managing the creative process with structure, clarity, and strategic intent.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL:	EMAIL:
	+601116373203	info@mawaevents.net

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.