The Master’s programme in Collaborative and Industrial Design (CoID) focuses on design's role in society. It provides skills to work as design entrepreneurs and in a range of roles within industry, business, communities, education and the government. The programme extends industrial design into interaction design, service design, co-design and other emerging fields in which design activities can enhance the quality of the environment and people’s life. Students learn empathic, critical, strategic and technical skills needed in design innovation processes. They are also encouraged to explore novel roles in design industry.