

Design Ops Mastery: Evolving from Designer to Studio Lead

18 – 22 October 2027
Casablanca

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Design Ops Mastery: Evolving from Designer to Studio Lead

Ref: 103600576_74220 **Date:** 18 – 22 October 2027 **Location:** Casablanca **Fees:** 4100 Euro

Course Overview:

This course is designed to equip graphic designers and art professionals with the strategic and operational skills necessary to transition from creative roles to management positions. Participants will explore design operations management, project planning, capacity optimization, and studio management, learning how to oversee creative teams and ensure efficient workflows. Integrating practical approaches from both traditional art techniques and digital media platforms, the course covers key competencies such as resource allocation, professional practice standards, workflow optimization, and quality assurance in design projects. Learners will develop a comprehensive understanding of art studio operations, analogue and digital media integration, image-making processes, and professional ethics, enabling them to make informed decisions that align artistic goals with business objectives. This course emphasizes hands-on practice, case studies, and scenario-based learning, fostering the ability to manage art production pipelines, maintain creative quality, and support team collaboration in real-world environments. By the end of the course, participants will be prepared to assume managerial roles within art and design studios, bridging the gap between creative expertise and operational excellence.

Target Audience:

- Senior Graphic Designers and Visual Artists
- Studio Leads or Coordinators seeking managerial roles
- Art Directors and Project Managers in creative environments
- Professionals transitioning from creative to operational roles

Targeted Organizational Departments:

- Creative/Design Teams
- Visual Communications Departments
- Marketing and Branding Divisions
- Studio Management and Production Planning
- Operations supporting design delivery pipelines

Targeted Industries:

- Creative Agencies and Design Studios
- Media and Advertising Companies
- Educational and Arts Institutions
- Entertainment and Digital Content Production
- Fashion, Textile, and Manufacturing Industries with in-house design teams

Course Offerings:

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

- Manage and optimise workflows in creative studio operations
- Integrate analogue and digital tools for efficient production pipelines
- Apply professional ethics and codes of conduct in managing design teams
- Develop project plans, allocate resources, and manage deadlines
- Utilize process tools like PCN diagrams for service and design operations
- Implement capacity and quality management in studio operations
- Facilitate collaboration and mentorship within creative teams

Training Methodology:

The course employs active learning methods, combining interactive lectures, case studies, and hands-on exercises. Participants will work on realistic studio simulations, engage in role-playing scenarios to address operational challenges, and practice team-based projects integrating analogue and digital art tools. Group discussions and collaborative workshops reinforce learning, while reflection sessions encourage participants to assess their management approaches. Extended exercises include creating professional project plans, developing ethics manuals, and performing capacity planning for hypothetical studio operations. The methodology emphasizes experiential learning, connecting theory with practical studio management scenarios, ensuring participants leave with actionable skills applicable in real design environments

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Course Toolbox:

- PCN diagram templates for process mapping
- Art studio workflow checklists
- Sample project briefs and task boards
- Analogue and digital media reference guides
- Software: CAD, Illustrator, Photoshop, 3D modeling tools
- Case study materials on professional practice and ethics
- Annotated templates for reporting, timelines, and resource allocation

Course Agenda:

Day 1: Studio Management Foundations

- **Topic 1:** Introduction to Design Operations Management
- **Topic 2:** Principles of Studio Etiquette and Workspace Organisation
- **Topic 3:** Professional Practice and Ethical Guidelines for Designers
- **Topic 4:** Resource Planning: Tools, Materials, and Personnel
- **Topic 5:** Collaboration and Communication within Creative Teams
- **Topic 6:** Goal Setting, Focus, and Continuous Improvement in Studio Management
- **Reflection & Review:** Review studio management principles, etiquette, and teamwork strategies

Day 2: Workflow and Process Optimization

- **Topic 1:** Process Chain Network PCN Tools for Design Operations
- **Topic 2:** Managing Direct, Surrogate, and Independent Processing
- **Topic 3:** Capacity Planning and Time-Perishable Resources in Studios
- **Topic 4:** Quality Assurance in Art Production
- **Topic 5:** Project Prioritization and Scheduling Techniques
- **Topic 6:** Implementing Efficient Workflow for Creative Teams
- **Reflection & Review:** Analyze operational efficiency, capacity management, and quality control strategies

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Day 3: Integration of Analogue and Digital Media

- **Topic 1:** Analogue Media Techniques: Sketching, Painting, Model-Making
- **Topic 2:** Digital Media Tools: CAD, 3D Modelling, VR/AR Applications
- **Topic 3:** Bridging Traditional and Digital Media for Operational Efficiency
- **Topic 4:** Collaborative Learning Platforms and Remote Studio Coordination
- **Topic 5:** Iterative Design, Feedback Loops, and Continuous Refinement
- **Topic 6:** Digital Workflow Documentation and Process Annotation
- **Reflection & Review:** Evaluate the integration of analogue and digital tools to optimize productivity

Day 4: Image-Making and Creative Production

- **Topic 1:** Image-Making Processes for 2D and 3D Artworks
- **Topic 2:** Mixed Media Techniques: Collage, Relief, and Assemblage
- **Topic 3:** Annotation and Documentation of Creative Processes
- **Topic 4:** Creating Artworks Inspired by Existing Models and Antiques
- **Topic 5:** Applying Professional Codes and Regulations in Creative Projects
- **Topic 6:** Project Management for Studio Production and Deliverables
- **Reflection & Review:** Discuss techniques for maintaining quality and consistency in art production

Day 5: Leadership and Strategic Management in Design

- **Topic 1:** Transitioning from Designer to Studio Manager
- **Topic 2:** Managing Creative Teams and Resource Allocation
- **Topic 3:** Strategic Planning for Design Studio Operations
- **Topic 4:** Monitoring, Evaluation, and Continuous Improvement in Creative Operations
- **Topic 5:** Portfolio, Reporting, and Stakeholder Communication
- **Topic 6:** Leadership Skills for Creative Team Motivation and Development
- **Reflection & Review:** Summarize leadership competencies and operational strategies for design managers

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FAQ:

What specific qualifications or prerequisites are needed for participants before enrolling in the course?

Participants should have prior experience in graphic design or visual arts, with foundational skills in 2D and digital media techniques.

How long is each day's session, and is there a total number of hours required for the entire course?

Each day's session is generally structured to last around 4-5 hours, with breaks and interactive activities included. The total course duration spans one week, approximately 20-25 hours of instruction.

How does understanding professional ethics and codes of conduct benefit a designer moving into operations management?

Understanding ethics ensures fair, responsible, and legally compliant management of creative teams and resources, enhancing reputation and operational efficiency.

How This Course is Different from Other Design Operations Management Courses:

This course integrates art studio practices, analogue and digital media workflows, and professional ethics into an operations management curriculum. Unlike standard management courses, it emphasizes hands-on studio exercises, capacity planning for creative teams, and the application of professional codes in real-world design projects. Learners gain practical experience in managing workflows, developing project plans, optimizing resources, and leading creative teams. By combining traditional art techniques with digital tools, the course ensures participants are well-prepared for both creative and managerial challenges, setting it apart from other generic operations management programs. Participants leave with the skills to seamlessly bridge creative expertise and operational efficiency, ensuring high-quality art production while managing time, costs, and team performance effectively.