

Postgraduate Open Days 2025

Creative Futures



THE UNIVERSITY of EDINBURGH
Edinburgh Futures Institute

Join us to **Challenge. Create. Change.**

With you today

- Dr Neneh Rowa-Dewar, Director of Students
- Dr Michele Piazzai, MSc Creative Industries
- Dr Jane McKie, MSc Narrative Futures: Art, Data and Society
- Dr David Farrell-Banks, MSc Cultural Heritage Futures
- Dr Chris Elsden, MSc Service Management and Design
- Caitlin, MSc Narrative Futures: Art, Data and Society student
- Sophia, MSc Service Management and Design student



Study at Edinburgh Futures Institute

Interdisciplinary

Bringing arts, humanities and social sciences together with sciences, engineering and medicine to address complex global issues.

Critical and research-led

Working on pressing social issues that require new ways of thinking. Mindful of the role of universities in confronting uncomfortable questions.

Participatory

Inviting diverse groupings to bring their ways of working and thinking together. Edinburgh Futures Institute extends this invitation to industry, the public and government.

Future-facing

Embracing the non-traditional, the untried and the unexpected. The Futures Institute defines challenges and co-creates responses to build better futures.



Sustainable Futures

- Planetary Health
- Sustainable Lands and Cities
- Circular Economy
- Future Infrastructure, Climate Change and Sustainability



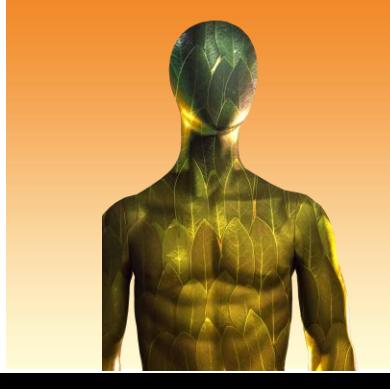
Creative Futures

- Service Management and Design
- Creative Industries
- Narrative Futures: Art, Data, Society
- Cultural Heritage Futures



Just Futures

- Data and AI Ethics
- Data, Inequality and Society
- Education Futures
- Future Governance



What's different about the Futures Institute?

- Interdisciplinary programmes taught by leading academics from different Schools and disciplines
- Equip you with the critical, data and creative skills needed to navigate a rapidly-changing world
- Apply leading-edge knowledge to live projects you care about
- We will connect you to our partners in the community, industry and government



Our approach

- Community-focused: bringing together students from diverse backgrounds and disciplines as a single cohort
- Collaboration: students regularly work together in small groups developing skills in communication, teamwork and co-creation
- Connected: employers work with us on the design and teaching of our programmes, and help support projects



Future skills focused

Working in cross-disciplinary teams with students from other Futures Institute programmes, you will learn critical data skills, ethical awareness, creative thinking, and methods to address complex issues:

- Collect, manage and analyse computational datasets
- Use emerging methodologies for mapping and designing possible futures
- Learn the fundamentals of data ethics
- Learn to use creative skills in the analysis and representation of data-informed and qualitative inquiry



The student experience

- Be part of a global and diverse cohort
- A very well supported experience with a student experience and support team
- Events and networks to connect with each other
- Meet our students!
 - Caitlin, MSc Narrative Futures: Art, Data and Society
 - Sophia, MSc Service Management and Design



Creative Futures: Interdisciplinary Masters

MSc Creative Industries

MSc Narrative Futures: Art, Data and Society

MSc Cultural Heritage Futures

MSc Service Management and Design



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Creative Industries

Dr Michele Piazzai

University of Edinburgh Business School



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"Those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property."

UK Government (2001), Creative Industries Mapping Document, p. 4

Creative industries shape our lives. From the artwork we see to the software we use and the festivals and performances we attend.

Cultural products and services such as books, films, music, podcasts, exhibitions, performances, and video games don't just entertain: they influence perspectives, strengthen communities, and generate cultural, social, and economic value.



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Thinking out of the box, but also joining the dots

This unique MSc programme will equip you with the analytical skills to lead cultural and creative organisations into the future.

You will work on live challenges set by our partner organisations, applying interdisciplinary knowledge from arts, business, and law.

Core courses

Creative Markets
Intellectual Property in the Creative Industries
Knowledge Integration and Project Planning
Team Project/Dissertation

Electives

Cities as Creative Sites: Urban Studio
Client Consulting Project
Critical Creative Diversity
Data-Driven Innovation in Services
Pitching Your Stories, Services, and Products
Text Mining for Social Research

And EFI shared core courses and electives



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Why study Creative Industries at EFI?

Creative connections

Engage with Edinburgh's world-class cultural sector, gaining valuable hands-on experience.

Course choice

Explore the questions that matter most to you, linking study to your own passions and professional goals.

Cross-disciplinarity

Study at the intersection of arts, business, and law to develop the creative, critical, and data-informed thinking that employers seek.

Real-world impact

Address complex problems through critical thinking, innovative approaches, teamwork, and collaboration.



Narrative Futures: Art, Data and Society

Dr Jane McKie

School of Literatures, Languages and Cultures

Dr Lynda Clark

School of Literatures, Languages and Cultures

Why narrative?

Whose narrative?



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What you'll study

- Narrative and the Arts
- Narrative and Society
- Data Skills
- Creative Practice Skills
- Research and Critical Capacity



Programme core courses

- **The World *of* Story:**
Narrative, Creativity and the Arts
- **The World *as* Story:**
Narrative, Self and Society



Programme elective courses

- **Creating Visual Narratives**
- **Writing Speculative Fiction**
- **Gamifying Historical Narratives**
- **Narrative and Computational Text Analysis**
- **Artificial Intelligence and Storytelling**
- **Documentary Narrative in Health**
- **Economic Narratives**

and many others from across the EFI Portfolio



Final project

Critical or creative; multidisciplinary; multimedia

Possible partners:

Scottish Storytelling Centre
UNESCO City of Literature
Summerhall Cultural Centre
Edinburgh Women's Aid
3Finery (AR Tech Company)
National Library of Scotland



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Cultural Heritage Futures

Dr David Farrell-Banks

School of History, Classics and Archaeology

Dr Arturo Rey da Silva

School of History, Classics and Archaeology

With UK-based and international heritage partners



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The opportunity Develop unique expertise

- Understand how the past shapes who we are and how we think as individuals and societies.
- Learn how to interpret, manage, research heritage collections and places to address pressing social and environmental challenges at local to global scale.



The future of heritage Your future

- The MSc Cultural Heritage Futures has been designed to shape the future of the heritage sector.
- Through this interdisciplinary and challenge-driven programme, you will become a creative heritage professional committed to data-informed innovation with social purpose.



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A rich portfolio Design your pathway

Heritage Places, Policies and Diplomacies

Sensing the Past: Intimacy and heritage as an ethical practice

Heritage Environments and Climate Change

Heritage, Data, Activism

Future Libraries, Archives and Museums

Wikipedia and the Past

Critical Heritage: Politics of the Past

Heritage Practice and Global Challenges

Heritage and Learning Futures

Gamifying Historical Narratives

Indigenous Futures

Religious Identities and Storytelling



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Learn with experts Build industry connections

- World-leading academics in cultural heritage
- High-profile heritage partners in Edinburgh, Scotland, the UK and internationally
- UNESCO, ICOMOS, ICOM, Aliph, Historic Environment Scotland, Historic England, Museum of London Archaeology...



Your career

- Working in cultural heritage
- Academic path through a PhD
- Work as a private consultant, or for local, national and international heritage bodies and organisations
- Roles such as site management, policy officer, heritage interpretation development, public engagement officer/manager, digital communications and social media officer/manager

Types of employers might include:

Universities and research organisations, heritage management agencies (HES, HE, World Monument Fund, UNESCO), heritage sites and museums, archives, archaeological units, cultural, social and innovation policy consultancies, local and national government, charities...



Service Management and Design

Dr Chris Elsden
Edinburgh College of Art

Dr Katharine Aulton
University of Edinburgh Business School



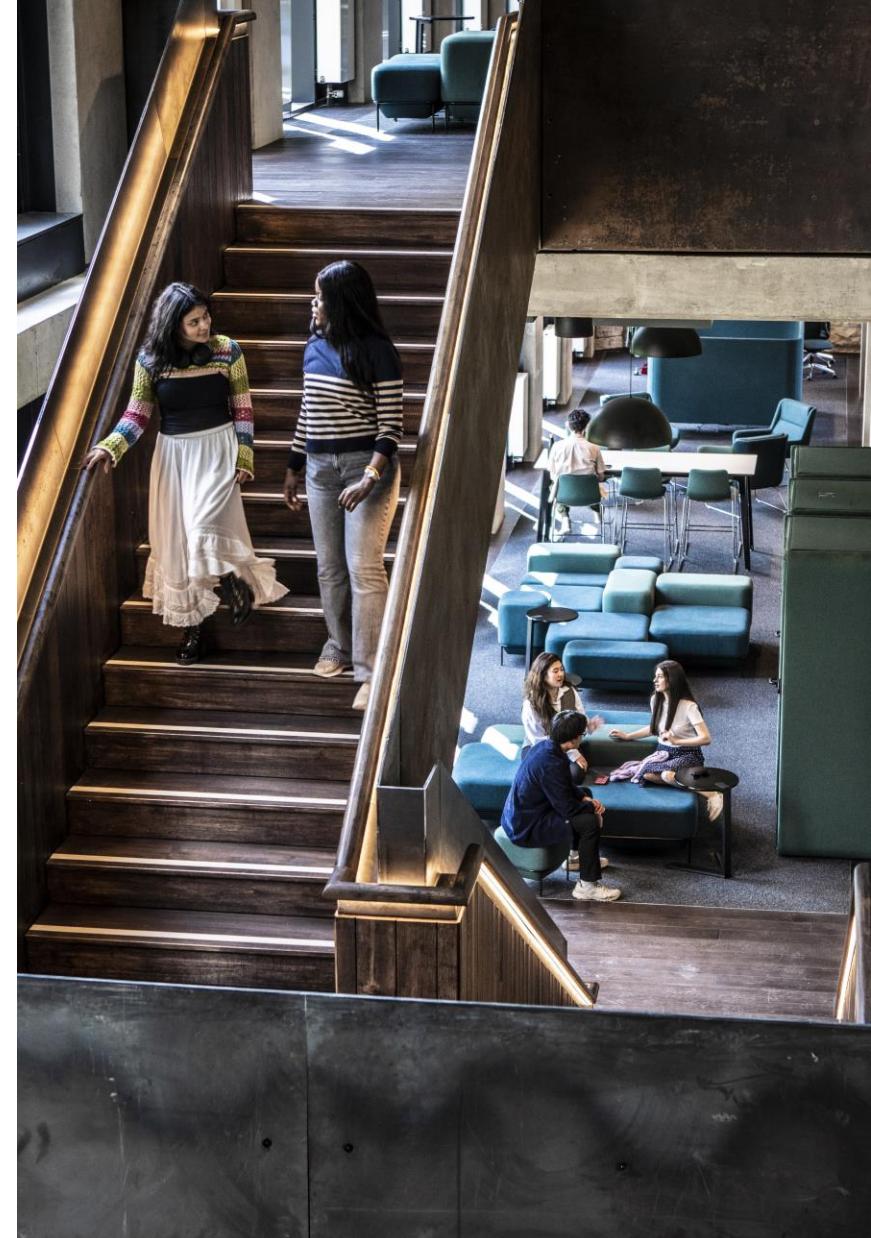
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Programme overview

- A collaboration between the Business School and Edinburgh College of Art
- Based in the belief that design and management need to work together and require interdisciplinarity
- Relevant to those either working in or seeking a career in service management and/or design
- Across the public, private and third sectors
- Health and social care, education, housing, retail, finance and banking, professional management services, tourism and leisure, transport and telecommunications...
- Shares EFI features of exploring the impact of digital technologies and data in real world situations



Who we are

- Dr Chris Elsden – Programme Co-director & Cohort Lead
- Dr Katharine Aulton – Programme Co-Director
- Dr Ian Graham (electives)
- Dr Edwina Zhu (electives)
- Dr. Inge Panneels (electives)
- And... a great team of tutorial assistants to support EFI teaching model



Outline

- EFI Core Courses (Data, Futures, Methods)
- Core modules in Service Management and Design and in Value Creation
- A range of dedicated interdisciplinary electives (can vary each year)
 - Co-creation, Facilitation and Workshops
 - Experience Prototyping & Participatory Methods
 - Strategic Leadership and Operational Management,
 - Designing and Delivery Public Services,
 - Managing innovation and change,
 - The option to take other electives across the EFI programme
- An integrated project running throughout the programme



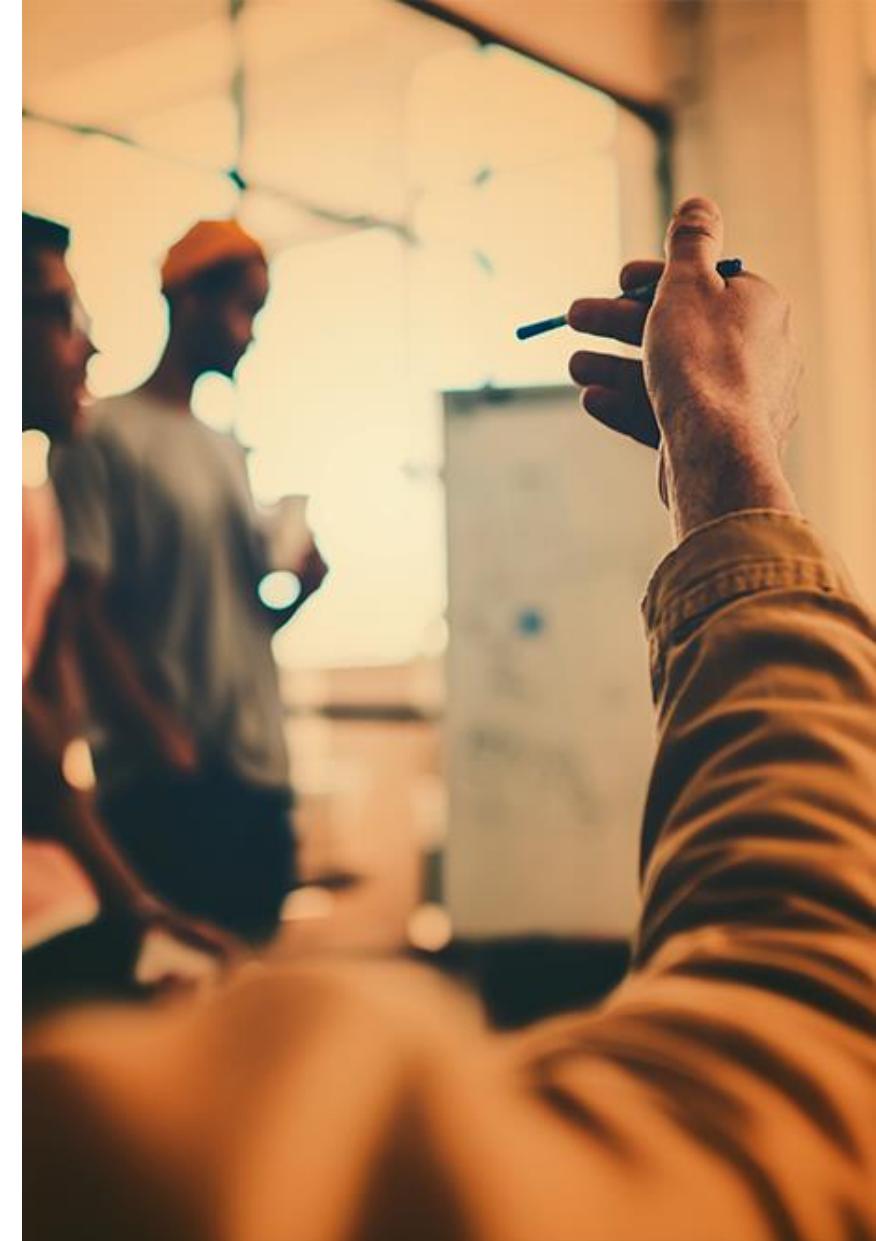
Some questions we'll explore

- What exactly are 'services' and 'service' – are they different and does it matter?
- What are the links between 'values' and 'value' in value co-creation?
- How can service users and service staff work with service designers to co-design services?
- How are digital technology and AI transforming the service environment and what challenges does this transformation bring?
- How can service management and service design best work together?



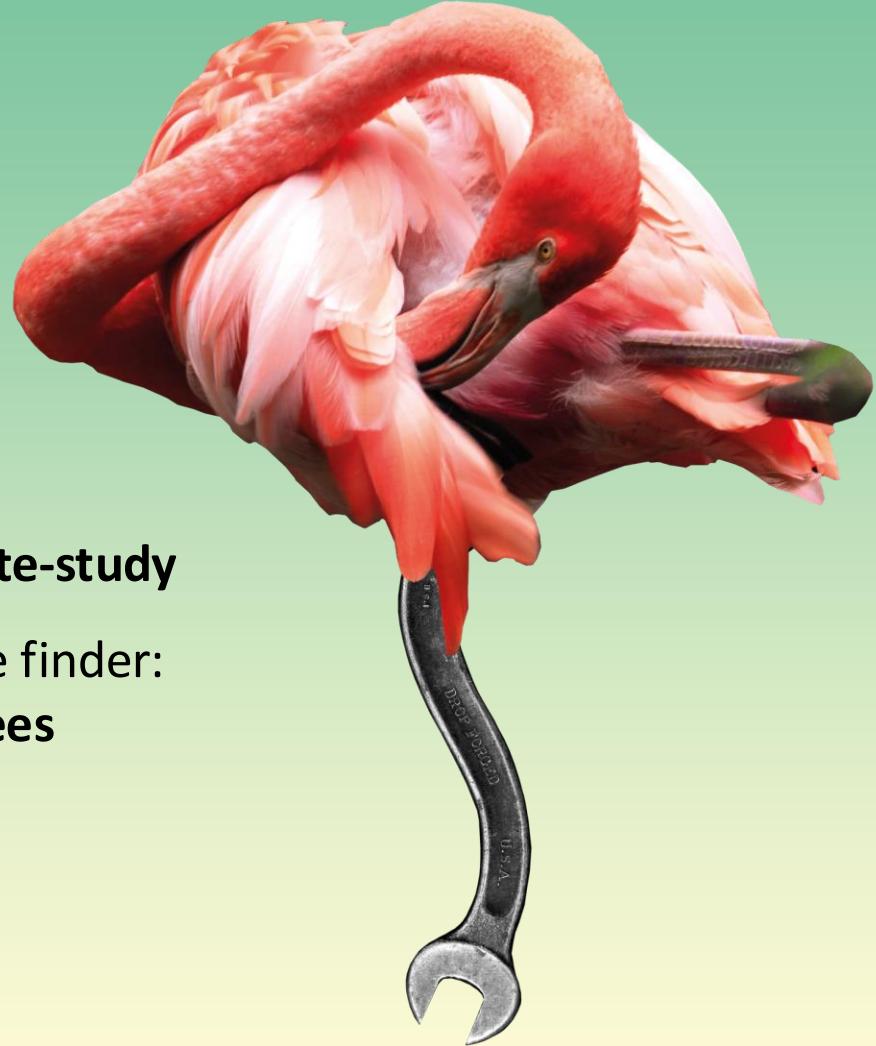
Why this programme?

- Services are the largest part of global economies – around 75% in the developed world and 35-55% in the developing world (and growing...)
- Consequently, a significant area of employment
- Service management and design underpinning all manner of everyday interactions
- Explores the growing links between management and design, and more systemic approaches to real world issues and challenges



Questions?

- for further queries contact: efi.education@ed.ac.uk
- visit the EFI website: <https://efi.ed.ac.uk/postgraduate-study>
- search for 'Edinburgh Futures Institute' on our degree finder:
<https://www.ed.ac.uk/studying/postgraduate/degrees>



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