

Leaders of Tomorrow PhD Bursary in Human Centred Design

Higher education in the 21st century is more complex and comprehensive than at any previous point in history. Funding the education of deserving young people is particularly important in emerging multidisciplinary fields such as Human Centred Design, where new ideas and new methods emerge daily which effect the way we live and work.

Human Centred Design combines knowledge and skills from artificial intelligence, computer science, design, engineering, philosophy, psychology and social sciences. It leads to products and services which are physically, perceptually, cognitively and emotionally intuitive to their users.

The mission of the Human Centred Design Institute (HCDI) is to support tomorrow's designers by providing the tools needed to enhance well-being and empower people. The HCDI is active in the areas of augmented cognition, branding strategy, design strategy and innovation, ergonomics and human factors, human centred design process, inclusive design, information architecture and perception enhancement.

The institute helps young people by offering doctorate level training to individuals who have completed a first degree in a discipline such as design, business, engineering or management, but who wish to extend their skills and knowledge beyond traditional disciplinary boundaries.

Leaders of Tomorrow PhD Bursary in Human Centred Design is supported by a donation from Brunel graduate and philanthropist Peter Ilori, founder of The Beauty Society, a national network of specialists in orthodontics, health and wellbeing.

The bursary provides £5000 of annual financial support towards the university doctoral study fees of talented individuals who wish to develop a PhD in the field of Human Centred Design.

The bursary is open to individuals who have achieved a first or upper second class honours degree, or equivalent, in design, business, engineering or management. The bursary is competitive and selection will be performed by a three person panel consisting of HCDI staff. The selection will be performed based on the quality of the PhD study proposal which will have been submitted by the individual as part of the Brunel University admissions procedures for doctoral study. The admissions guidelines can be downloaded from the web address <http://www.brunel.ac.uk/pgstudy>.

The winning PhD study proposal will be publicly announced on the Human Centred Design Institute's website on May 1st 2010.

