

SERVICE DESIGN

COPENHAGEN, BARCELONA, LONDON STUDY ABROAD SPRING 2023



Service design is one of the fastest-growing sectors in the design world. Service design is the activity of planning and organizing people, infrastructure, communication, media, and components of a service to improve its quality and the interaction between a service provider and their customers' experience. It is a field that bridges the gap between technical, business, and design expertise. Service designers place a heavy focus on the end user to create a purposeful service that provides meaningful value. They design holistically through vision building, representation, and facilitation.

In this two-week study abroad, students will begin in Copenhagen, Denmark where they will participate in a week-long service design workshop with faculty and students from the service design master's program at Aalborg University. The workshop walks students through the complete service design process, start to finish. The workshop is daily from 9:00 am to 3:00 pm, will include individual and group work, and conclude with an exhibition of the services created during the workshop.

Students will then travel to Barcelona, Spain, for four days, to explore service design and visit notable design sites such as the Sagrada Familia, the Barcelona Pavilion, Casa Batlló, and more. After Barcelona, students will spend four days in London, England, to visit service design consultancies and other important design sites such as: the Tower of London, the Sir John Soane Museum, the Design Museum, the Leighton House, the William Morris Gallery, and more.

DATES

30 April–14 May 2023

HOUSING

Students will stay in hotels.

COURSES

Students will enroll in the following course while on this program:
INDES 338—Industrial Design Field Trip Study (3.0 credit hours)

Students may not take any other courses on this program, including BYU Online courses, without approval by the program director and ISP.

COST

\$2,650–3,000

Includes Latter-day Saint, undergraduate tuition for 3 credit hours (increased cost for graduate and non-Latter-day Saint students), airfare from Copenhagen to Barcelona and from Barcelona to London, local housing, local transportation, entrance fees to scheduled sites and activities, and international health insurance.

Does not include airfare from Salt Lake City (or student's home airport) to Copenhagen, airfare from London to Salt Lake City (or student's home airport), or personal meals and expenses.

TRAVEL

Students are responsible for purchasing their airfare to and from the program's start and finish locations. Airline reservations must be made through BYU Travel. Students should contact a BYU Travel agent.

BYU Travel

280 HRCB | 801-422-3872 | travel@byu.edu

PREPARATION

Accepted students are required to participate in an international, cross-cultural preparation course (IAS 201R, 1 credit hour) during the second block of winter semester 2023. Part-time and non-BYU students will need to pay an additional tuition fee for enrolling in the prep class.

This program requires all students to be fully vaccinated for COVID, including boosters, to participate.

FUNDING SOURCES

Regular BYU tuition scholarships, Pell Grants, and Federal Insured Student Loans may be applied to study abroad programs.

Students who submit the financial aid section of the ISP application and who have a current FAFSA form on file at the Financial Aid Office (A-41 ASB) will be considered for a study abroad scholarship and may be considered for other scholarships.

Private grants and scholarships outside of BYU may also assist (see kennedy.byu.edu/scholarships).

Experiential funds: Students should speak with academic departments, who may assist with scholarships or grants.

APPLICATION PROCESS

Students must be 18 years of age or older to participate.

Complete the online application at kennedy.byu.edu/isp-apply. The application requires a \$35 fee.

Applicants will be interviewed once the application is complete.

Students will be notified via e-mail of their acceptance into the program.

The first payment is due upon acceptance.

Deadline: 2 December 2022

FACULTY

Bryan Howell, a Department of Industrial Design professor, will be the director.

Contact him at bryan.howell@byu.edu with any questions.

SCHEDULE AND TIME COMMITMENT

Students must commit to the entire study abroad time and are responsible for meeting at the designated times and locations for all scheduled program events. Students must plan to arrive to Copenhagen on 30 April, the start of the program. The end of the program will be 14 May in London.

INTERESTED STUDENTS SHOULD CONTACT

International Study Programs

(801) 422-3686

isp@byu.edu

kennedy.byu.edu/isp

PROGRAM ADJUSTMENTS

International Study Programs (ISP) reserves the right to cancel this program, revise its offerings, or make any adjustments to the preliminary cost. If it becomes necessary for ISP to cancel a program, all program payments made to BYU ISP will be refunded to the student's BYU financial account. ISP is the only office authorized to cancel any of its programs.