

Monika Hestad

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Approaching different design choices in the process of branding products

Monika Hestad is a PhD candidate at the Institute of Industrial Design, Oslo School of Architecture and Design, where she also received a master in Industrial design. Her research concerns how design intentions correspond with brand building strategies and how the two materialize in products. The question asked in her thesis: is there a gap between companies' need of building a brand and designers' understanding of form? Her supervisor is Prof. Jan Michl. The thesis will be finalised in the autumn of 2008.

She has taught brand building, product design and design management. Former conference proceedings in design research networks include DesignDialog (Oslo), a Norwegian design research network; Nordcode (Trondheim, Oslo, Helsinki), a Nordic network for research in communicative design and Desform (Newcastle), design and semantics of form and movement.

Monika has been involved in developing the field of higher education, mainly concerned with international affairs. She was appointed by the Norwegian Minister of Education and Research to sit on the committee that developed the new Higher Education Act in Norway (producing Green Paper (NOU) 2003:25), attended national board of Socrates program committee of Erasmus and Leonardo da Vinci, member of the Working Group for Internationalisation of Norwegian Higher Education (Ministry of Education and Research) and was member of the Norwegian Delegation to the OECD Forum on Trade in Educational Services (Washington, D.C., May 2002).

In addition to her research and educational work, Monika Hestad has practical work experience from industrial design, graphic design (implementing corporate identity profiles), graphic user interface developing and implementing sales and marketing strategies.