

# BACHELOR OF ARTS IN DESIGN STUDIES

## PROGRAM OUTLINE

### REQUIRED COURSEWORK FOR B.A. IN DESIGN STUDIES

#### REQUIRED MAJOR COURSEWORK - 111 CREDITS

|          |  |   |
|----------|--|---|
| DES102   | Foundations Studio II  | 4 |
| DES103   | Foundations Studio III   | 4 |
| DES112   | Design Studio II   | 4 |
| DES113   | Design Studio III  | 4 |
| DES191   | Design Foundation  | 8 |
| PD111    | Human Factors  | 3 |
| PD201    | Product Design Studio I*                                       | 6 |
| PD202    | Product Design Studio II*                                      | 6 |
| CDES203A | Innovation and Design for Innovation                           | 4 |
| STR113   | Visualization & Storytelling                                   | 3 |
| STR211   | Presentation Skills and Tools                                  | 3 |
| STR212   | Market Research  | 3 |
| STR213   | Visualization & Storytelling II                                | 3 |
| STR301   | Design Strategy Studio I: Innovative Product Ecosystems        | 4 |
| STR302   | Design Strategy Studio II: Sustainable Product-Service Systems | 4 |
| STR303   | Design Strategy Studio III: Service & Experience Design        | 4 |
| STR311   | Branding & Communication                                       | 3 |
| STR312   | Business & Product Portfolio Research                          | 3 |
| CDES202A | Managing the Design Process                                    | 4 |
| CDES302A | Designing a Business Model                                     | 4 |
| STR315   | Design Methodologies II: Co-Creation & Co-Design Techniques    | 3 |
| STR316   | Finance and Accounting   | 3 |
| STR401   | Design Strategy Studio IV: Design for Social Innovation/Change | 4 |
| STR402   | Capstone Project I   | 5 |
| STR403   | Capstone Project II  | 5 |
| CDES301A | Finding Your Entrepreneurial Voice                             | 4 |
| STR412   | Professional Practice  | 3 |
| STR413   | Trends in Innovative Business Models                           | 3 |

#### REQUIRED INTEGRATIVE STUDIES COURSEWORK - 39 CREDITS

|        |                                    |   |
|--------|------------------------------------|---|
| BUS282 | Principles of Management           | 3 |
| COM113 | Speech Communication               | 3 |
| ENG111 | English Composition                | 3 |
| ENG112 | Advanced Composition               | 3 |
| HIS260 | History of Pre-Modern Art & Design | 3 |
| MTH174 | Geometry                           | 3 |
| MTH171 | Intermediate Algebra               | 3 |
| MTH172 | Trigonometry                       | 3 |
| PHL161 | Introduction to Philosophy         | 3 |
| PSY181 | Introduction to Psychology         | 3 |
| RSH481 | Introduction to Research           | 3 |
| SCI173 | Environmental Biology              | 3 |
| SOC281 | Introduction to Sociology          | 3 |

#### CREDIT BREAKDOWN

| Credits | % of Total | Area                                 |
|---------|------------|--------------------------------------|
| 111     | 61%        | Required Design Studies Courses      |
| 39      | 22%        | Required Integrative Studies Courses |
| 18      | 10%        | Integrative Studies Electives        |
| 12      | 7%         | Professional Electives               |

#### 180 Total Credits

#### Electives for the Bachelor of Arts in Design Studies

Professional courses in Architecture, Construction Management, Interior Architecture & Design, Product Design and, Digital Media can be taken as professional electives.\*Students can choose design studio courses in other programs offered by NewSchool. The plan of study for professional electives and design studios in second year has to be approved by the program chair.

#### Integrative Studies Electives: 18 Credits

#### Professional Electives: 12 Credits

#### Program Data for Bachelor Arts in Design Studies

<http://programdata.laureate.net/nsad/ba-strategic-design.html>

#### DESIGN STUDIES PROGRAM LEARNING OUTCOMES

The program objectives (program learning outcomes) directly align with the institutional learning outcomes (ILOs) and are directly related to design education and practice. Upon completion of the program, students will be able to:

- Apply a critical and visionary approach to understand design problems and opportunities.
- Select and create appropriate research and design methodologies to generate innovative ideas for design and business.
- Demonstrate knowledge of the design skills, tools, systems, and processes in order to distill one solution from multiple possibilities.
- Apply methodologies and lateral thinking to frame emerging user needs and trends originating from diverse environments, cultures, or business areas.
- Communicate design strategies and scenarios effectively, both visually and through professional business and marketing presentations.
- Demonstrate professionalism, responsibility, and sensibility when taking on leadership of interdisciplinary design teams, projects, or Processes.
- Include social and sustainable thinking as ethical practice at every level of the design and innovation process.

## BACHELOR OF ARTS IN DESIGN STUDIES

The Bachelor of Arts in Design Studies offers students a wide and articulated understanding of design and prepares them for a wide range of careers related to design. Through study of design foundations, theories and practice, research methods and user studies, human-centered design, and strategic thinking, as well as principles of business, management, marketing, and entrepreneurship, students learn to leverage, exploit, and manage the innovative value of design. The program prepares students for careers as design directors, design researchers, project managers, or product or brand managers within commercial and social organizations, corporations, design agencies, or entrepreneurial ventures.

Design Studies **PROGRAM MATRIX**

| FALL          | YEAR 1  | YEAR 2  | YEAR 3  | YEAR 4  |
|---------------|---|---|---|---|
|               | DES191 Design Foundation I (8)                | PD201 Product Design Studio I (6)                 | STR301 Design Strategy Studio: Innovative Product Eco-Systems (4) | STR401 Design Strategy Studio IV: Design for Social Innovation/Change (4) |
|               | ENG111 English Composition (3)                | CDED203A Innovation and Design for Innovation (4) | CDES302A Designing a Business Model (4)                           | GE GenEd Elective (3)   |
|               | HIS260 History of Pre-Modern Art & Design (3) | STR113 Visualization & Storytelling (3)           | SC1173 Environmental Biology (3)                                  | PHL161 Introduction to Philosophy (3)                                     |
|               | GE GenEd Elective (3)                         | MTH174 Geometry (3)                               | BUS282 Principles of Management (3)                               | GE GenEd Elective (3)   |
| TOTAL CREDITS | 17  | 16  | 17  | 13  |

| WINTER        | DES102 Design Foundation II (4)         | PD202 Product Design Studio II (6)         | STR302 Design Strategy Studio II: Sustainable Product-Service Systems (4) | STR402 Capstone Project I (5)    |
|---------------|---|--|---|----------------------------------|
|               | DES112 Design Studio II (4)             | STR211 Presentation Skills (3)             | STR315 Design Methodologies II: Co-Creation & Co-Design Techniques (3)    | STR412 Professional Practice (3) |
|               | MTH171 Intermediate Algebra (3)         | STR213 Visualization & Storytelling II (3) | STR216 Finance and Accounting (3)   | GE GenEd Elective (3)            |
|               | ENG112 Advanced English Composition (3) | STR212 Market Research (3)                 | SOC281 Introduction to Sociology  | PE Professional Elective (3)     |
| TOTAL CREDITS | 14                                      | 15   | 13  | 14                               |

| SPRING        | DES103 Design Foundation III (4) | STR312 Business & Product Portfolio Research (3) | STR303 Design Strategy Studio III: Service & Experience Design (4) | STR403 Capstone Project II (5)                  |
|---------------|----------------------------------|--|--|---|
|               | DES113 Design Studio III (4)     | STR311 Branding & Communication (4)              | CDES301A Finding Your Entrepreneurial Voice (4)                    | STR413 Trends in Innovative Business Models (3) |
|               | PD111 Human Factors (3)          | CDES202A Managing the Design Process (4)         | PSY181 General Psychology (3)                                      | CM5431 Jobsite Leadership and Management (3)    |
|               | COM113 Speech Communication (3)  | RSH481 Introduction to Research (3)              | GE GenEd Elective (3)  | PE Professional Electives (3)                   |
|               | MTH172 Trigonometry (3)          | PE Professional Elective (3)                     |  |   |
| TOTAL CREDITS | 17                               | 16   | 14   | 14  |

|                      |    |    |    |    |
|----------------------|----|----|----|----|
| TOTAL ANNUAL CREDITS | 42 | 42 | 51 | 47 |
|----------------------|----|----|----|----|

**TOTAL PROGRAM CREDITS = 180**