

# College of Design

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www.design.iastate.edu/

## Objectives of the Curricula in Design

The College of Design is among a small number of comprehensive design schools offering outstanding opportunities for both disciplinary and interdisciplinary education.

The College of Design strives to provide each student with a broad educational background and preparation in a specific design or art discipline. Each program is designed to develop knowledge and appreciation of the physical and cultural environment, to stimulate creative thinking and analysis, and to prepare students for participation in a wide variety of careers.

The college's programs also encompass many opportunities for individualized study and extracurricular activities such as visiting lectures and symposia, workshops, gallery exhibits, practicum and internship programs, field trips, and international study programs.

Graduates of the college are employed in private firms, government, industry, and education, or are self-employed as designers or artists. Opportunities for graduates include careers as architects, landscape architects, community and regional planners, graphic designers, industrial designers, interior designers, studio artists, arts administrators and environmental designers.

## Organization of Curricula

All undergraduate programs in the College of Design share a common foundational curriculum, the Core Design program, followed by degree-specific curricula. The Core Design Program grounds the undergraduate degree programs and provides a rich, rigorous inclusive base for the college's professional and non-professional programs. It creates shared language, experience, and community for programs, faculty and students and exposes students to all design disciplines, allowing them to make more informed degree choices, apply to multiple programs, and experiment with interdisciplinary work.

The intense, discipline-specific professional curricula that follow the Core Design Program focus on developing students' ability and knowledge in their major. Within the major area, students advance creative and professional skills through classroom and studio work, critiques of student projects, discussion with professional practitioners, and field studies.

General education, contained in both the Core Design Program and the degree programs, is composed to ensure that students receive a well-rounded undergraduate education.

## High School Preparation

Courses in fine arts and design that develop visualization and freehand drawing abilities are highly recommended though not required for entrance. Students planning to enroll in an academic program in the College of Design must complete the following high school requirements:

- 4 years of English, including coursework in composition and literature and up to 1 year of speech and/or journalism, to develop communication skills and critical reading/writing ability
- 3 years of mathematics to develop problem solving skills, including 1 year each of algebra, geometry, and advanced algebra
- 3 years of science, including at least two of the following:
  - 1 year of biology, 1 year of chemistry, or 1 year of physics
- 2 years of social studies, including at least 1 year of U.S. history and 1 semester of U.S. government.

## Admission Standards to Enrollment Managed Professional Programs

Admission into the enrollment managed professional programs of Architecture, Community and Regional Planning, Graphic Design, Industrial Design, Integrated Studio Arts, Interior Design, and Landscape Architecture requires a separate application after completing the Core Design Program, depends on available resources, and is subject to review by faculty committee. Applicants are reviewed on the basis of a portfolio of original work, academic performance, and a written essay. Students from a two-year institution may also apply as transfer students to

the following programs: B.S. in Community and Regional Planning, B.A. in Art and Design, and Bachelor of Design.

## Advising

Each student receives personal assistance from an academic advisor within the student's curriculum area. Students enrolled in the college's Core Design Program are advised by professional advisors. Once admitted to professional programs, students are assigned to faculty advisors within the student's curriculum area. Advisors help students develop a program of study, access pertinent university resources and provide information on career choice.

The college's career services office works with students to develop their career goals as well as prepare and search for employment.

## Honors Program

The College of Design participates in the Honors Program which provides opportunities for outstanding students to individualize their programs of study. See Honors Program .

## Requirements in the College of Design

All students in the College of Design are expected to meet the following requirements.

### Core Design Program

Cr. Fall/Spring

DSN S 102	Design Studio I	4
DSN S 115	Design Collaborative Seminar *	0.5
DSN S 131	Design Representation	4
DSN S 183	Design Cultures	3
Social Science/Humanities Electives **		6
Math/Science Electives ***		6
Communications		7

\* Students enrolled in the Design Exchange Learning Community take DSN S 110 in place of DSN S 115.

\*\* General education credits in the Core Design Program may count toward the minimum credits.

\*\*\* Students who intend to apply to the Architecture program are strongly advised to take MATH 145 Applied Trigonometry and PHYS 111 General Physics during their Core year. While these specific courses are not required to apply to the program, they are required to advance in the B.Arch. program beyond the first semester.

Students who intend to apply to the Industrial Design program are advised to take PHYS 101 Physics for the Nonscientist, ECON 101 Principles of Microeconomics Principles of Microeconomics and a math course during their Core year.

## General Education

**International Perspective: 3 cr.**

**U.S. Diversity: 3 cr.**

**Communications: 7 cr.**

ENGL 150	Critical Thinking and Communication	3
ENGL 250	Written, Oral, Visual, and Electronic Composition	3
LIB 160	Information Literacy	1
<b>Total Credits</b>		<b>7</b>

(C- or better grade). Includes courses in the fields of English (composition) and speech communication (interpersonal and rhetorical).

**Mathematics, physical sciences, and biological sciences 6 cr.**

Includes courses in the fields of agronomy, astronomy and astrophysics, biology, chemistry, civil engineering, computer science, geology, mathematics, physics, and statistics.

**Humanities: 6 cr.**

Includes courses in the fields of classical studies, English (literature), foreign languages, history, philosophy, religious studies, as well as history/theory/literature courses in dance, music, theater, journalism, African American studies, American Indian studies, environmental studies, Latino/a studies, women's studies, and university studies.

### Social Sciences: 6 cr.

Includes courses in the fields of African American studies, American Indian studies, anthropology, economics, environmental studies, geography, human development and family studies, Latino/a studies, psychology and sociology, women's studies, and university studies.

### General Education Electives: 9 cr.

9 cr. from any of the above areas, 6 cr. of course level 300-400.

### Minor in Critical Studies in Design

The undergraduate minor in Critical Studies in Design offers students opportunities to engage the history, theory and criticism of visual and material culture and the built environment. In lectures and focused seminars, students explore historical and contemporary issues, including cultural production, media and technology, design in everyday life, and models of professional practice. The minor is open to undergraduates in all university majors.

### Total minor requirements: 15 cr.

ART H 292	Introduction to Visual Culture Studies	3
DSN S 183	Design Cultures	3
or another 100-200 level History/theory course offered in the College of Design		
Nine credit hours from approved list.		9
<b>Total Credits</b>		<b>15</b>

At least six of the 15 credits must be taken at Iowa State University in courses numbered 300 or above. At least nine of the 15 credits must not be used to meet any other college or university requirements except the credit requirement for graduation.

### Minor in Design Studies

The undergraduate minor in Design Studies is constructed to facilitate design awareness among interested students and to provide a vehicle for interdisciplinary study within the College of Design. This minor is open to all undergraduate students at Iowa State University.

This minor requires fifteen credits of course work: three credits selected from College of Design history/theory course offerings and twelve additional credits selected from any College of Design course offerings.

At least six of the fifteen credits must be taken at Iowa State University in courses numbered 300 or above. At least nine of the fifteen credits must not be used to meet any other college or university requirements except the credit requirement for graduation.

Students enrolled in the College of Design may not use courses required in their major degree programs or in the Core Design Program to satisfy this minor.

### Minor in Digital Media

Manipulation of digital media has emerged as an essential skill for design inquiry alongside traditional methods of building models and drawing sketches. To familiarize students with the use of digital media in the design process, the College of Design offers an undergraduate Minor in Digital Media. This minor is open to all undergraduate students at Iowa State University.

This minor requires fifteen credits of coursework from an approved list. At least nine of the fifteen credits must be taken at Iowa State University in courses numbered 300 or above and may not be used to meet the requirements of the major.

### Minor in Entrepreneurial Studies

The College of Design is an active participant in the Entrepreneurial Studies Minor for undergraduate students.

## Departments of the College

- Architecture
- Art and Visual Culture
- Community and Regional Planning
- Graphic Design
- Industrial Design
- Interior Design
- Landscape Architecture

## Undergraduate Curricula

### Majors

- Architecture
- Community and Regional Planning
- Design
- Graphic Design
- Industrial Design
- Interior Design
- Integrated Studio Arts
- Landscape Architecture
- Biological / Pre-Medical Illustration (BPML)\* (<http://www.design.iastate.edu/bioillustration>)

\*The College of Design participates in this interdepartmental major.

### Secondary Majors

- Environmental Studies\*
- International Studies\*

### Minors

- Critical Studies (<http://www.design.iastate.edu/criticalstudies.php>)
- Design Studies (<http://www.design.iastate.edu/designstudies.php>)
- Digital Media (<http://archive.design.iastate.edu/DMM>)
- Entrepreneurial Studies (<http://www.business.iastate.edu/undergraduate/minors/entrepreneurship>) \*
- Environmental Studies\* (<http://catalog.iastate.edu/collegeofliberalartsandsciences/environmentalstudies/#minor>)
- Gerontology\* (<http://catalog.iastate.edu/collegeofhumansciences/gerontology>)
- International Studies\* (<http://catalog.iastate.edu/collegeofliberalartsandsciences/internationalstudies/#minor>)
- Sustainability\* (<http://www.las.iastate.edu/sustainability>)
- Technology and Social Change\* (<http://catalog.iastate.edu/interdisciplinaryprograms/minor/technologyandsocialchange>)

\*The College of Design participates in these interdepartmental secondary majors and minors.

## Graduate Curricula

The College of Design offers graduate study in the areas shown below. Graduate study is conducted through the Graduate College. Details are found in the Graduate College section of this catalog.

### Majors

- Architecture
- Community and Regional Planning
- Graphic Design
- Industrial Design
- Integrated Visual Arts
- Interior Design
- Landscape Architecture
- Sustainable Environments (<http://www.design.iastate.edu/sustainableenvironments.php>)
- Transportation\*
- Urban Design (<http://www.design.iastate.edu/urbandesign.php>)

### Double Degree Programs

- Architecture / Business
- Architecture / Community and Regional Planning
- Community and Regional Planning / Landscape Architecture
- Community and Regional Planning/ Public Administration
- Community and Regional Planning / Sustainable Agriculture
- Community and Regional Planning / Business

### Minor

- Gerontology\*

\*The College of Design participates in this interdepartmental graduate program.

### Certificate

Geographic Information Systems