

# DESIGN

The Bachelor of Design is a 122.5 credit non-professional undergraduate degree program focused on the interdisciplinary nature of design and the power of the design studio as a place and method for generating ideas and solving problems. The core of the degree program is a series of forums and studios intended to connect history, theory and practice, and give students hands-on experience grappling with design challenges that vary in complexity and scale. Thematic course modules are taught by faculty from multiple design disciplines.

The Bachelor of Design offers opportunities for students to engage design thinking in a collaborative and interdisciplinary environment. The curriculum developed out of a shared philosophy that designers have the capacity to generate ideas and think creatively about society's increasing economic, social and environmental challenges. Innovation and entrepreneurship are encouraged and valued. BDes graduates are prepared for a wide range of career paths and graduate programs. The curriculum allows students to pursue double majors to couple design thinking with other discipline of interest, such as advertising, business, engineering, or journalism. Transfer students can also enter the program and complete the degree in as few as four semesters for students with Associate of Arts (AA) or Associate of Science (AS) degree or the equivalent in academic transfer credit. Upon completion, students may enter graduate programs in the design professions or other fields in which design thinking and critical analysis are valued.

<http://www.design.iastate.edu/design/curriculum.php>

Check the Schedule of Classes (<http://classes.iastate.edu>) for availability for DES courses.

## Curriculum for Bachelor of Design

**Total Degree Requirement: 122.5 cr.**

Only 65cr. from a two-year institution may apply which may include up to 6 cr. in Design History/Theory/Criticism credit and 6 cr. in Design Skills credit; 16 technical cr.; 21 P-NP cr. of free electives; 2.00 minimum GPA average; Completion of all requirements listed below.

**International Perspective: 3 cr.**

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

**Communications: 10 cr.**

ENGL 150	Critical Thinking and Communication	3
ENGL 250	Written, Oral, Visual, and Electronic Composition	3
LIB 160	Information Literacy	1
3 credits selected from:		3
ENGL 302	Business Communication	
ENGL 309	Proposal and Report Writing	
ENGL 314	Technical Communication	
<b>Total Credits</b>		<b>10</b>

**\*Mathematics/Physical Sciences/Biological Sciences: 9 cr.**

9 cr. from approved list

**\*Social Sciences: 9 cr.**

9 cr. from approved list

**\*Humanities: 9 cr.**

9 cr. from approved list

\*At least 3 credits in Mathematics/Physical Sciences/Biological Sciences, Social Sciences, or Humanities must be above 300-level.

**Design Core Program: 11.5 cr.**

DSN S 102	Design Studio I	4
DSN S 115	Design Collaborative Seminar	0.5
or DSN S 110	Design Exchange Seminar I	
DSN S 131	Design Representation	4
DSN S 183	Design Cultures	3
<b>Total Credits</b>		<b>11.5</b>

**BDes Concentration: 29 cr.**

DES 230	Design Thinking	3
DES 240	Design Studio I (**)	2
DES 250	Design Forum (*)	2
DES 330	Visual Literacy for Design Critique	3
DES 340	Design Studio II (**)	2
DES 491	Portfolio and Professional Preparation	4
DES 495	Capstone Experience	4
*2 cr. of DES 250 can be substituted with approved equivalent.		

\*\*Studio distribution as follows: 4-6 cr. DES 240 and 6-8 cr. DES 340 for 12 total credits.

<b>Total Credits</b>		<b>32</b>
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**Design Skills: 12 cr.**

DSN S 232	Digital Design Communications	3
Select 9 credits from approved list		9
<b>Total Credits</b>		<b>12</b>

**Design History/Theory/Criticism: 9 cr.**

9 cr. selected from approved list.

**Minor and/or Electives: 21 cr.**

Design, B.Design

<b>First Year</b>	<b>Credits Spring</b>	<b>Credits</b>
<b>Fall</b>		
DSN S 102 or 131	4 DSN S 131 or 102	4
DSN S 115 or 110	0.5-1 DSN S 183	3
DSN S 183	3 or Minor/Elective	
or Minor/Elective	ENGL 150	3
ENGL 150	3 or General Education	
or General Education	General Education	6
General Education	3	
LIB 160	1	
	<b>14.5-15</b>	<b>16</b>

**Second Year**

Fall	Credits Spring	Credits
DES 230	3 DES 240	4
DSN S 232	3 DES 250	2
History/Theory/Criticism	3 DES 330	3
General Education	6 ENGL 250	3
	General Education	3
<b>15</b>		<b>15</b>

**Third Year**

Fall	Credits Spring	Credits
DES 240/340 Studio I/II	4 DES 250	2
DES 250	2 DES 340	4
History/Theory/Chricicism	3 History/Theory/Criticism	3
Design Skills	3 Design Skills	3
ENGL 302, 309 or 314	3 General Education	3
<b>15</b>		<b>15</b>

**Fourth Year**

Fall	Credits Spring	Credits
DES 491	4 DES 495	4
Design Skills	3 Minor/Elective	9
Minor/Elective	9 General Education	3
<b>16</b>		<b>16</b>

**Total Credits: 122.5-123****Courses primarily for undergraduates:****DES 230: Design Thinking**

(3-0) Cr. 3. F.S.

Introduction to the phenomenon of design thinking as it appears in various design fields, including methodologies of reasoning and problem solving; patterns of creativity and individual style; and the interaction of art, science, and technology.

**DES 240: Design Studio I**

(0-8) Cr. 2. Repeatable. F.S.SS.

*Prereq: DSN S 102, DSN S 131 and DSN S 183*

Half-semester course. Studio projects develop students' ability to generate ideas and communicate those ideas visually, orally, and through writing. Field trips.

**DES 250: Design Forum**

(2-0) Cr. 2. Repeatable, maximum of 6 credits. F.S.SS.

*Prereq: DSN S 102, DSN S 131, DSN S 183 and credit or concurrent enrollment in DES 230*

Introduction of themes and issues that are relevant to the design fields through theoretical readings, case studies, and visiting lecturers.

**DES 259: Design Field Study**

Cr. R. Repeatable.

*Prereq: Enrollment in or 2 credits of DES 240.*

Off-campus tours of areas of interest within the design professions such as design offices, museums, buildings, and neighborhoods. Offered on a satisfactory-fail basis only.

**DES 330: Visual Literacy for Design Critique**

(3-0) Cr. 3. F.S.

*Prereq: DSN S 102 or DSN S 183 or 3 credits of ART H or equivalent.*

Students will learn to interpret, analyze and evaluate visual materials, use images and text effectively to communicate ideas, and understand issues surrounding the creation and use of images and visual media for design critique. Precedent study and critique of sample student design work to understand principles of visual literacy and how to apply them to the presentation of design work. Emphasis on peer-to-peer discussion and in-class participation. Lecture and discussion format.

**DES 340: Design Studio II**

(0-8) Cr. 2. Repeatable. F.S.SS.

*Prereq: 4 credits of DES 240*

Half-semester course. Studio projects of increasing complexity requiring interdisciplinary approaches to contemporary challenges and opportunities. Continued development of students' abilities to generate ideas and communicate those ideas visually, orally, and through writing. Field trips.

**DES 491: Portfolio and Professional Preparation**

(2-4) Cr. 4. F.

*Prereq: 4 credits of DES 240 or permission of the instructor*

Preparation of printed and online portfolio of student work and materials for job search and/or graduate school applications. Guidance for interviewing, professional networking, business etiquette, and resume writing. Workshops and lectures.

**DES 495: Capstone Experience**

(1-6) Cr. 4. S.

*Prereq: classification as DES major; 2 credits of DES 340*

Individual projects designed by students in consultation with faculty instructor and mentor. Demonstration of student skill sets and knowledge of project planning and development.