DESIGN (DES)

Any experimental courses offered by DES can be found at:
registrar.iastate.edu/faculty-staff/courses/explistings/ **(**http://www.registrar.iastate.edu/faculty-staff/courses/explistings/**)**

Courses primarily for undergraduates:

DES 150: Introduction to Innovation and Design
(3-0) Cr. 3.
Introduction to the concept of human-centered design and its crucial role for innovation, including fundamental concepts that explain the creative process. Builds an understanding of the innovation journey, through design tools and techniques for ideation, data collection, and insights forecasting.

DES 230: Design Thinking
(3-0) Cr. 3.
Introduction to design thinking processes, toolkits, and mindsets, and its interaction with art, design, and technology. Emphasis on interdisciplinary practices.

DES 240: Design Innovation Studio
(0-6) Cr. 3.
First project-based studio focused on creative problem solving, idea generation, and design principles. Analogue and digital fabrication of mock-ups and sketch models. All majors are encouraged to enroll; no previous design studio training required.

DES 250: Design Intersections
(3-0) Cr. 3.
Cross disciplinary themes and issues relevant to interdisciplinary design, innovation, and entrepreneurship, such as design activism and agency, design for social change, civic innovation, and creative leadership.

DES 330: Visual Literacy for Design Critique
(3-0) Cr. 3. S.
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 Entrepreneurship Studio
(0-6) Cr. 3.
Prereq: DES 240 or 3 credits of 200-level or above studio in a College of Design major, or
Second project-based studio focused on addressing complex challenges and contemporary societal problems using key entrepreneurship concepts to evaluate design prototypes and minimum viable products. Application of user insights and customer data in design iteration. Expert guest speakers from business and industry to talk about design innovation. Students in all majors encouraged to enroll.

DES 491: Portfolio and Professional Preparation
(1-4) Cr. 3.
Discussion of interdisciplinary design practices and career planning. Guidance for interviewing, professional networking, business etiquette, and resume writing. Workshops and lectures.

DES 495: Design Innovation Launchpad
(0-12) Cr. 6.
Prereq: DES 340 or 3 credits of 300-level or above studio in a College of Design major, or permission of instructor
Third project-based studio as applied design lab for a career, enterprise, business, social movement, or campaign. Launching and creating project start-ups in four areas: design research, design management, design leadership, and design entrepreneurship. Advanced practice of design skills, project planning, and new product development.