



# Design Strategies

Bridging Disciplines Programs allow you to earn an interdisciplinary certificate that integrates area requirements, electives, courses for your major, internships, and research experiences.

Creativity and problem-solving have become necessary skills in today's world. Businesses, non-profits, and entrepreneurs have embraced human-centered design to solve product, systems, service, and social problems. The Design Strategies BDP provides a multidisciplinary framework for undergraduate students to master design thinking skills outside of traditional departmental programming to better prepare them to tackle real-world wicked problems. The curriculum engages students in a design process that includes research and insights; creative problem solving; prototyping and testing; and implementation and presentation—all while learning to apply a critical lens to the social context within which design takes place.

Through multidisciplinary foundational courses, students in the Design Strategies BDP develop a design thinking toolbox and learn about the social context of design. In strand courses, students enhance their understanding of various disciplinary approaches to human-centered design. The BDP culminates in a capstone project in which teams of students from different majors work together to apply what they've learned and present their work.

The Design Strategies BDP is offered in collaboration with the Center for Integrated Design.

Upon completion of **19 credit hours** from the options listed to the right, you will earn a certificate in Design Strategies.

The Design Strategies BDP is overseen by a panel of faculty members from across campus. Members include Gray Garmon (Design and Creative Technologies), Tamie Glass (Interior Design), Carma Gorman (Design), Jacek Gwizdka (Information), Michele Habeck (Theatre and Dance), Beto Lopez (Design Institute for Health), Doreen Lorenzo (Design and Creative Technologies), Luis Martins (Management), Eric Nordquist (Information), Ryan Romero (Advertising and Public Relations), Chris Rylander (Mechanical and Biomedical Engineering), Carolyn Seepersad (Mechanical Engineering), and Clay Spinuzzi (Rhetoric and Writing).

The Bridging Disciplines Programs offer interdisciplinary certificates in the following areas:

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| Children & Society                                | Human Rights & Social Justice              |
| Conflict Resolution & Peace Studies               | Innovation, Creativity & Entrepreneurship  |
| Design Strategies                                 | Museum Studies                             |
| Digital Arts & Media                              | Patients, Practitioners & Cultures of Care |
| Environment & Sustainability                      | Public Policy                              |
| Ethics & Leadership in Business                   | Smart Cities                               |
| Ethics & Leadership in Health Care                | Social Entrepreneurship & Non-profits      |
| Ethics & Leadership in Law, Politics & Government | Social Inequality, Health & Policy         |

For more information about the Bridging Disciplines Programs, visit FAC 338, go to [www.utexas.edu/ugs/bdp](http://www.utexas.edu/ugs/bdp), or call (512) 232-7564.

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## Foundation Courses (7 Credit Hours)

Foundation courses introduce key methodologies and issues related to Design Strategies. **You must take the Forum Seminar, the Design Thinking Foundation Course, and three credit hours from the Skills Foundation Courses.**

### I. Forum Seminar

ITD 101: Introduction to Integrated Design

### II. Design Thinking Foundation Course

ITD 301D: Introduction to Design Thinking

### III. Skills Foundation Courses

ITD 102: Sketching For Thinking & Comm

ITD 111: Intro to Design Artificial Intelligence

ITD 103: Portfolio Critique

ITD 115: Creative Entrepreneurship

ITD 104: Design In Business

ITD 150: Advanced Topics in Integrated Design

ITD 105: Intro To Computer Science Principles

(When Topic is Appropriate)

ITD 106: Presentn/Improvvisational Skills In Design

ITD 170: Topics In Off-Site Field Studios

ITD 110: Topics in Integrated Design

(When Topic is Appropriate)

(When Topic is Appropriate)

ITD 270: Qualitative Design Studio

ITD 111: Intro To Dsgn Artfcl Intel

## Connecting Experiences (3-6 Credit Hours)

Your BDP advisor can help you find internships and research opportunities that connect Design Strategies to your major. We call these opportunities "Connecting Experiences" because they play such an important role in integrating your studies. Each Connecting Experience counts for 3 credit hours.

### **Required: Capstone in Integrated Design**

All Design Strategies students must take ITD 375: Capstone in Integrated Design. Although a Connecting Experience contract is not required for the capstone to count as a Connecting Experience, you must still attend Connecting Experience check-ins and submit a Reflection Essay during the semester you complete the course.

### **Optional: Internship or Research Experience**

In addition to the capstone, you have the option to complete an additional 3-credit experience, which may be an internship or research. For more information, visit [www.ugs.utexas.edu/bdp](http://www.ugs.utexas.edu/bdp) and consult with your BDP advisor.

## Strand Courses (6-9 Credit Hours)

In addition to your Foundation Courses and Connecting Experiences, you must complete 6-9 credit hours of approved strand courses, to bring your total credit hours toward the BDP certificate to 19 hours. You should work with your BDP advisor to choose strand courses that will focus your BDP on your specific interests, and that will provide you with an interdisciplinary perspective on your BDP topic.

To create an interdisciplinary experience, you must choose courses from a variety of disciplines. Individual course listings for these categories are located on the opposite side of this page.

## Integration Essay

In order to complete your BDP certificate, write a 3-4 page integration essay in which you reflect on what you learned and accomplished through your BDP experience. This essay is your opportunity to draw connections among your interdisciplinary BDP coursework, your Connecting Experiences, and your major. For additional guidelines, please consult your BDP advisor.

Complete 6-9 credit hours of strand courses drawn from the list below. Please speak with your BDP advisor about your plan for fulfilling your strand course requirements. **Note that only one of your strand courses may come from your major department(s), or from courses cross-listed with your major department(s).**

### College of Communication

ADV 319: Psychology Of Advertising  
ADV 339L: Brand Storytelling  
ADV 339K: Digital Graphic Communication  
CMS 320: Advanced Presentation Skills  
CMS 314L: Language, Culture, and Communication  
J 339T: 1-Mapping In Storytelling

### College of Education

KIN 352K: Prsp Assistv Dev Prdct Tech

### College of Fine Arts

AET 304: Foundations Of Art/Entertain Tech  
DES 309: Introduction To Design  
DES 320: Design Theories & Methods  
DES 321: Images In Communication  
DES 325: Typography I  
DES 330T: Generative Prototyping  
DES 336: History Of Design  
DES 337: History Of Graphic Design  
DES 337: History Of Industrial Design  
DES 337: Research Methods In Design History  
DES 337: Topics In Design History (All Topics)  
DES 346: Project Studio  
ITD 310: Topics In Integrated Design (All Topics)  
ITD 312: Introduction To Design For Health  
ITD 320: Adv Dsgn For Artificial Intel  
ITD 350: Adv Topics In Integrated Des (All Topics)  
ITD 350D: The Business of Design  
ITD 365: Applied Ethnographic Research in Design  
ITD 370: Topics In Off-Site Field Studios (All Topics)  
(Requires Application)  
ITD 370: When Topic Is Appropriate  
ITD 350D: The Business Of Design  
T D 354T: The C Lab

### College of Liberal Arts

AFR 322D: Race And The Digital  
ANT 305: Expressive Culture  
ANT 324L: Sonic Ethnography  
ANT 340C: Ethnographic Research Methods  
PSY 305: Introduction To Cognitive Psychology  
PSY 319K: Social Psychology  
PSY 340M: Industrial Psychology  
RHE 328: Tech Comm & Wicked Problems  
RHE 330C: 2-Designing Text Ecologies  
RHE 330C: Access Designed  
RHE 330C: Mobile Environments  
RHE 330C: When Topic is Appropriate  
SOC 321R: Sociology Of Race And Work

### College of Natural Sciences

TXA 205/105L: Topics In Textiles & Apparel  
+ Textiles Laboratory  
TXA 327: Clothing And Human Behavior

### School of Architecture

ARC 308: Architecture And Society  
ARC 327F: American Dream: Status Quo  
and Alternatives  
ARC 327R: 7-Design Process  
ARC 327R: Managing The Design Project  
ARC 327R: Race And Gender: By Design  
ARC 327R: Sustainability: Why This Way  
ARC 328: When Topic Is Appropriate  
ARC 350R: When Topic Is Appropriate  
ARC 351R: When Topic Is Appropriate  
ARI 338: Designing For Human Behavior  
ARI 318K: Interiors And Society

### School of Business

MAN 327: Innovation and Entrepreneurship

### School of Engineering

BME 320: Intl Perspts on BME Design-POR  
E S 301: Engr Design/Problm Solving  
M E 359: Materials Selection  
M E 371D: Medical Device Design Manu  
M E 379M: Iss in Humanitarianism Engr-FRA

### School of Information

INF 315C: Topics In Human-Computer Interaction  
(All Topics)  
INF 315C: Topics In Human-Computer Interaction:  
User Experience Design  
INF 315C: Topics In Human-Computer Interaction:  
User Research  
INF 315E: Gender And Digital Culture  
INF 315E: When Topic Is Appropriate  
INF 350C: Advncd Topics In Human-Computer  
Interaction (All Topics)  
INF 350E: Concepts Of Info Retrieval

### Important Notes on Fulfilling Your BDP Requirements

- **PREREQUISITES:** Some courses may have prerequisites. Please consult your BDP advisor to determine your eligibility for enrolling in specific courses.
- **CROSS-LISTINGS:** Note that many courses on this list may be cross-listed with other departments. You may take these courses under any of the cross-listed numbers. Please consult the course schedule or your BDP advisor for cross-listing information.
- **GRADES AND GPA REQUIREMENTS:** In courses taken for a letter grade, you must obtain a grade of C- or better to meet BDP requirements. The cumulative GPA of all courses counting toward your BDP certificate must be at least 2.0.
- **PASS/FAIL:** Only one BDP course, including connecting experience courses, may be taken pass/fail. Any exceptions will be considered by the faculty panel on an individual basis.
- **SIGNATURE COURSES:** Many of the First-Year Signature Courses (UGS 302 and UGS 303) that include significant content related to Children & Society may also count toward your certificate; please consult your BDP advisor for more information.
- **PETITIONS:** You may be able to count courses toward your BDP certificate that do not appear on this curriculum sheet, if enough of the course content relates to your BDP topic. Please consult your BDP advisor if you would like to petition for a course to count toward your BDP.