The University of Texas at Austin
Bridging Disciplines Programs
School of Undergraduate Studies

Design Strategies

Accepting applications Spring 2018. Pending final approval by UT Austin, the University of Texas System, and the Texas Higher Education Coordinating Board.

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.

To apply: Visit www.ugs.utexas.edu/bdp or call (512) 232-7564.

The Design Strategies BDP is overseen by a panel of faculty members from across campus. Members include Doreen Lorenzo (Center for Integrated Design), Tamie Glass (Interior Design), Carma Gorman (Design), Jacek Gwizdka (Information), Michele Habek (Theatre and Dance), Beto Lopez (Design Institute for Health), Luis Martins (Management), Jeffrey Meikle (American Studies), Eric Nordquist (Information), Bruce Porter (Computer Sciences), Ryan Romero (Advertising and Public Relations), Chris Rylander (Mechanical and Biomedical Engineering), Carolyn Seepersad (Mechanical Engineering), and Holly Williams (Fine Arts).

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

- Children & Society
- Conflict Resolution & Peace Studies
- Design Strategies
- Digital Arts & Media
- Environment & Sustainability
- Ethics & Leadership in Business
- Ethics & Leadership in Health Care
- Ethics & Leadership in Law, Politics & Government
- Ethics & Leadership in the Media
- Human Rights & Social Justice
- Innovation, Creativity & Entrepreneurship
- Media, Culture & Identities
- Museum Studies
- Public Policy
- Social Entrepreneurship & Non-profits
- Social Inequality, Health & Policy

For more information about the Bridging Disciplines Programs, visit FAC 338, go to www.ugs.utexas.edu/bdp, or call (512) 232-7564.
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 339K: Digital Graphic Communication
- ADV 378: Brand Storytelling
- CMS 314L: Language, Culture, and Communication
- CMS 320: Advanced Presentation Skills

### College of Fine Arts
- AET 304: Fdtns of Art & Entertainment Technology
- AET 317: Foundations of Interactive Software
- DES 309: Introduction to Design
- DES 320: Design Theories & Methods
- DES 321: Images in Communication
- DES 325: Typography I
- 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 (any topic)
- ITD 312: Introduction to Design for Health
- ITD 350: Adv Topics in Integrated Des (any topic)
- ITD 350D: The Business of Design
- ITD 365: Applied Ethnographic Research in Design
- ITD 370: Topics in Off-Site Field Studios (any topic)
- T D 354T: The C Lab

### College of Liberal Arts
- AFR 322D: Race and the Digital
- ANT 305: Expressive Culture
- ANT 340C: Ethnographic Research Methods
- PSY 305: Introduction to Cognitive Psychology
- PSY 319: Social Psychology
- PSY 340M: Industrial Psychology
- 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 327R: Managing the Design Project
- ARC 350R: Topics in Design Theory
- ARC 328 or 351R: Topics in Visual Communication
- ARI 318K: Interiors and Society
- ARI 338: Designing for Human Behavior

### School of Business
- B A 320F: Foundations of Entrepreneurship
- MAN 327: Innovation and Entrepreneurship

### School of Engineering
- M E 359: Materials Selection

### School of Information
- INF 304D: Intro to Information Studies (When Topic is Appropriate)
- INF 315C: Topics in Human-Computer Interaction (All topics)
- INF 315C: Topics in Human-Computer Interaction: User Experience Design

### School of Information (Continued)
- INF 315C: Topics in Human-Computer Interaction: User Research
- INF 315E: Gender and Digital Culture
- INF 350C: Advncd Topics in Human-Computer Interaction (All topics)
- INF 350E: Topics in Information Studies (When Topic is Appropriate)

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**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.

(Updated: December 2017)