

Design (BADesign)

The design program empowers students with a rich, multi-faceted educational experience that poises graduates for careers in the design professions or entrepreneurial endeavors. Design is about solving a problem and creating new processes, products, and services for people. It is human-centered; the end-user's needs, wants, and limitations are explored at all stages within the design process and development lifecycle.

Students enjoy the extensive offerings of one of the world's great public universities, while receiving individualized instruction from expert, passionate faculty and local industry professionals in small cohorts. Students immerse themselves in various aspects of design and learn to create graphics, objects, interactions, systems, and services.

Total Hours Required: 120

Plan of Study

The Plan of Study is a suggested four-year course sequence to support academic planning and serves as a helpful guide. Currently enrolled students should meet with their academic advisor to tailor their course selections and timelines to their individual goals and circumstances.

Course	Title	Hours
Year 1		
Semester 1		
DES 301	Introduction to Design Thinking	3
DES 304	Design Studio I	3
DES 307	Design and Culture	3
<u>Communication (010)</u>		3
<u>First-Year Signature Course (090)</u>		3
F A 101F	Steer Your Future in the Arts	1
Hours		16
Semester 2		
DES 305	Design Studio II	3
DES 306	Design Studio III	3
ARH 303	Survey of Renaissance through Modern Art	3
<u>Mathematics (020)</u>		3
<u>Social and Behavioral Sciences (080)</u>		3
Hours		15
Year 2		
Semester 1		
DES 310T	Topics in Innovative Design	3
DES 310T	Topics in Innovative Design	3
DES 310T	Topics in Innovative Design	3
<u>U.S. History (060)</u>		3
<u>Natural Science and Technology, Part I (030)</u>		3
Hours		15
Semester 2		
DES 336 or DES 337C	History of Design or Graphic Design History	3
<u>Natural Science and Technology, Part I (030)</u>		3
<u>U.S. History (060)</u>		3
<u>Foreign Language - Fine Arts</u>		6
Hours		15
Year 3		
Semester 1		
Hours chosen from: Upper-division DES course		3
<u>Communication (010)</u>		3
<u>U.S. History (060)</u>		3
<u>American and Texas Government (070)</u>		3
<u>Natural Science and Technology, Part II (093)</u>		3
Hours		15

Semester 2		
Hours chosen from: Upper-division DES course		3
Hours chosen from: Upper-division DES course		3
Additional <u>Visual and Performing Arts (050)</u>		3
<u>Humanities (040)</u>		3
<u>American and Texas Government (070)</u>		3
Hours		15
Year 4		
Semester 1		
DES 374	Capstone Design Project	3
Additional <u>Social and Behavioral Sciences (080)</u>		3
Free Elective		9
Hours		15
Semester 2		
DES 374P	Senior Portfolio	3
Additional <u>Humanities (040)</u>		3
Free Elective		8
Hours		14
Total Hours		120

Requirements

All requirements are listed below, starting with the most specialized moving to the most general. Additional requirements may follow the table, so be sure to read the entire page. Some required courses listed below may also satisfy General Education requirements, including Core Curriculum.

Code	Title	Hours
Degree		
<u>Foreign Language - Fine Arts</u>		6
Humanities Hours chosen from: AFR, AMS, AHC, AAS, ANS, C C L, E, EUS, HIS, J S, LAS, MAS, MES, PHL, R S, REE, RHE, WGS or three hours of additional foreign language		3
Social and Behavioral Sciences Hours chosen from: ANT, CIV, CMS, ECO, EDP, GRG, GOV, HDF, LIN, PSY, SOC		3
Visual, Performing, and Applied Arts Hours chosen from: ADV, ARI, ARC, ARH, AET, CRW, ENS, F A, ITD, LAR, MUS, RTF, ART, T D		3
F A 101F	Steer Your Future in the Arts	1
Major		
<i>Design Foundations</i>		
DES 301	Introduction to Design Thinking	3
DES 304	Design Studio I	3
DES 305	Design Studio II	3
DES 306	Design Studio III	3
DES 307	Design and Culture	3
or DES 313	Introduction to Design History	
ARH 303	Survey of Renaissance through Modern Art	3
Hours chosen from:		9
DES X10T	Topics in Innovative Design	
Subtotal		43
<i>Upper-division design</i>		
Hours chosen from:		3
DES 336	History of Design	
DES 337C	Graphic Design History	
Hours chosen from:		3
DES 320	Design Theories and Methods	
DES 324	Design Research and Methods	
DES 130T	Topics in Innovative Design	
DES 330T	Topics in Innovative Design	

DES 338	Topics in Design	
DES 339T	Topics In Design Theory	
DES 343	Design Research and Methods II	
DES 345	Design Writing	
DES 346	Project Studio	
DES 351	Design Perspectives	
DES 352	Service and Systems Design	
DES 354	Design Issues	
<i>Hours chosen from: Design Studios</i>		6
DES 321	Images in Communication	
DES 325	Typography I	
DES 326	Objects and Spaces	
DES 327	Prototyping Physical Space	
DES 328	Print and Packaging	
DES 334	Introduction to Interaction Design	
DES 334C	Interaction Design I	
DES 335	Typography II	
DES 340	Design Systems	
DES 340C	Identity Systems	
DES 340D	Brand Storytelling	
DES 340G	Branding and Visual Identity Systems	
DES 341G	Typography III	
DES 342G	Information and Persuasion	
DES 344	Objects and Spaces II	
DES 347	Publication Studio	
DES 348	Information Visualization	
DES 349	Interaction Design II	
DES 350	Special Topics in Design	
DES 353	Advanced Topics in Interaction Design	
DES 355	Interaction Design III	
DES 356	Topics in Graphic Design	
DES 357C	Interaction Design III: Experiential and Spaces	
DES 357D	Interaction Design IV: Objects and Media	
DES 358G	Advanced Topics in Industrial Design	
DES 374	Capstone Design Project (With a grade of at least C-)	3
DES 374P	Senior Portfolio	3
Free electives: Additional coursework to reach total hours required.		17
<i>Subtotal</i>		35
General Education		
<u>Core Curriculum</u>		42
Foreign Language - Fine Arts (Note: this requirement may already be fulfilled by high school coursework)		
<i>Subtotal</i>		42
<u>College Requirements - Fine Arts</u>		
<u>General University Requirements</u>		
Total Hours		120