Design Studies, B.S.

Degree Offered

- Bachelor of Science

Nature of the Program

Design is a way of thinking (about what might be better), and a process (of iterative prototyping), as well as the product of that thinking and process. The Design Studies program at West Virginia University provides the opportunity for cross-disciplinary study by pairing design thinking and design process courses with an approved minor or approved area of concentration of your choice.

Design Studies is a four-year, student-focused curriculum that is open to all freshmen and to students transferring into the program as long as they meet the GPA requirement. Students must have a minimum GPA of 2.5 overall to enter the program, and must maintain an overall 2.25 GPA throughout their time in the major.

Students meet with their academic advisor at the beginning of their program to determine a program of study for their academic major. Each student, as a requirement for graduation, must participate in a minimum of six credit hours of internship. Internships will be allowed only after the student has finished a minimum of 50% of their minor coursework, and completed the required third year design studies coursework. Typically, internships will occur during the summer between the student’s third and fourth years. Internship experiences will be unique to each student and will reflect their area of interest in the design fields.

Career Opportunities

Demand for graduates with Design Studies degrees has traditionally come from production, sales, marketing, and management firms related to design products and studio-trained designers (fashion, interiors, etc.). More recently there has been growing recognition that design thinking/process supports entrepreneurship and innovation in all venues. Internet searches of Business Week and/or Fast Company using the key word “design” will provide a quick overview of the rapidly expanding career potential in this field.

The offering of an interdisciplinary design major by West Virginia University is unique in the state and within the University. Design Studies brings together positive aspects of the studio-based design majors and the multi-disciplinary studies major to provide a design-focused program that is flexible and student-centered. Acceptance into the program is noncompetitive. Employment in design-related occupations is expected to continue growing.

Admissions

- First-Time Freshman are admitted directly into major.
- Students transferring from another major within WVU are directly admitted to the major if they are in good academic standing (2.50 overall GPA) or with departmental approval.
- Students transferring from another institution are directly admitted to the major if they are in good academic standing (2.50 overall GPA) or with departmental approval.

ADMISSION REQUIREMENTS 2022-2023

The Admission Requirements above will be the same for the 2022-2023 Academic Year.

Major Code: 0702

Click here to view the Suggested Plan of Study (p. 3)

General Education Foundations

Please use this link to view a list of courses that meet each GEF requirement. (http://registrar.wvu.edu/gef)

NOTE: Some major requirements will fulfill specific GEF requirements. Please see the curriculum requirements listed below for details on which GEFs you will need to select.

General Education Foundations

<table>
<thead>
<tr>
<th>F1 - Composition &amp; Rhetoric</th>
<th>3-6</th>
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</thead>
<tbody>
<tr>
<td>ENGL 101</td>
<td>Introduction to Composition and Rhetoric</td>
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<tr>
<td>&amp; ENGL 102</td>
<td>and Composition, Rhetoric, and Research</td>
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<tr>
<td>or ENGL 103</td>
<td>Accelerated Academic Writing</td>
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<tr>
<td>F2A/F2B - Science &amp; Technology</td>
<td>4-6</td>
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<tr>
<td>F3 - Math &amp; Quantitative Reasoning</td>
<td>3-4</td>
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<tr>
<td>F4 - Society &amp; Connections</td>
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<tr>
<td>F5 - Human Inquiry &amp; the Past</td>
<td>3</td>
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<tr>
<td>F6 - The Arts &amp; Creativity</td>
<td>3</td>
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<tr>
<td>F7 - Global Studies &amp; Diversity</td>
<td>3</td>
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<tr>
<td>F8 - Focus (may be satisfied by completion of a minor, double major, or dual degree)</td>
<td>9</td>
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</tbody>
</table>

**Total Hours**: 31-37

Please note that not all of the GEF courses are offered at all campuses. Students should consult with their advisor or academic department regarding the GEF course offerings available at their campus.

### Curriculum Requirements

<table>
<thead>
<tr>
<th>University Requirements</th>
<th>34</th>
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</thead>
<tbody>
<tr>
<td>Design Studies Program Requirements</td>
<td>13</td>
</tr>
<tr>
<td>Design Studies Major Requirements</td>
<td>73</td>
</tr>
</tbody>
</table>

**Total Hours**: 120

### University Requirements

- General Education Foundations (GEF) 1, 2, 3, 4, 5, 6, 7, and 8
- Outstanding GEF Requirements 1, 3, 5, and 6
- ANRD 191 First-Year Seminar
- General Electives

**Total Hours**: 34

### Design Studies Program Requirements

- BIOL 105 & BIOL 106 Environmental Biology and Environmental Biology Laboratory (GEF 2)
- WVUE 270 Effective Public Speaking (GEF 4)
- Foreign Language Requirement

**Total Hours**: 13

### Design Studies Major Requirements

A minimum grade of C- and minimum GPA of 2.25 is required for all Design Studies Major Requirements.

- DSM 130 Introduction to Design
- DSGN 140 Sustainable Living (GEF 7)
- DSGN 220 Design Thinking
- DSGN 320 Design Ethics and Social Responsibility
- DSGN 420 Professional Preparation
- DSGN 480 Designing Innovative Futures (fulfills Writing and Communication Skills and Capstone requirements)
- DSGN 491 Professional Field Experience: Capstone

**Approved Minor**  
15

**Minor Related Electives**  
27

**DSGN Electives**  
9

**Total Hours**: 73

* Approved minors include: Advertising, Arts Administration, General Business, Communication Studies, Disability Studies, Electronic Media, Entrepreneurship, Event Planning, Fashion Merchandising, History, Horticulture, Interactive Design for Media, Landscape Studies, Leadership Studies, Photography, Public Relations, Rural Community Development, Sustainable Design, Theatre. Other areas of concentration (e.g. Associates Degrees) must be approved by the Design Studies faculty.

**Minor Related Electives**: A minimum of 15 hours must be 300 level classes or above.
Suggested Plan of Study

The following minimum requirements are set to insure that students who graduate from the program will have the appropriate skill level and knowledge to succeed in their chosen field of professional work. Design studies require a minimum of 120 credit hours for graduation.

<table>
<thead>
<tr>
<th>First Year</th>
<th>Fall Hours</th>
<th>Spring Hours</th>
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<tbody>
<tr>
<td>ANRD 191</td>
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<td>DSM 130</td>
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<td>ENGL 101 (GEF 1)</td>
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<td>3 GEF 3</td>
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<td>GEF 5</td>
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<td>GEF 6</td>
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<thead>
<tr>
<th>Second Year</th>
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<tr>
<td>BIOL 105 &amp; BIOL 106 (GEF 2)</td>
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<td>3 Minor Course</td>
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<td>DSGN 140 (GEF 7)</td>
<td>3 DSGN 220</td>
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<tr>
<td>ENGL 102 (GEF 1)</td>
<td>3 Foreign Language</td>
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<tr>
<td>Foreign Language</td>
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<td>DSGN 320</td>
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<td>3 DSGN 491</td>
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<tr>
<th>Fourth Year</th>
<th>Fall Hours</th>
<th>Spring Hours</th>
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<tr>
<td>DSGN 420</td>
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<td>DSGN 480</td>
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<td>Minor Related Elective</td>
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<tr>
<td>General Electives</td>
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Total credit hours: 120

Program Requirements

Students take a core of design courses to learn and understand the design language. A minor, certificate, or approved area of concentration (e.g. Associates Degree) is required to focus their area of study and provide a context for their design thinking. Finally, design-related requirements and recommended electives are chosen to support the understanding of design in a variety of contexts. The capstone requirement will be met with a one-hour seminar course to prepare for the internship experience, a six-to-nine hour professional field experience or external study and a final course where students synthesize and present their experiences in the work environment. Each student meets individually with her/his advisor to determine the most appropriate coursework choices for all requirements at the beginning of the semester in which they declare Design Studies their major.

Curriculum for the Design Studies major is determined by the area of interest chosen by the student. The area of interest is explored through an approved minor, certificate, or concentration area. A list of minors currently approved for the Design Studies major includes: advertising, arts administration, business administration, communications, disability studies (certificate), electronic media, entrepreneurship, event planning, history/historic preservation, horticulture, landscape studies, photography, public relations, sustainable design and theatre.
NOTES

1. Minors may require courses to be taken in summer. Check your specific minor for schedule requirements.
2. All Design Studies majors must complete nine hours of Recommended Electives at the 300 level or above (see advising booklet and requirements for specific minors).
3. GEF choice options are directed by the minor or concentration area chosen by the student. Please see specific requirements for your individual area of study before making course choices.

FIRST-YEAR LEVEL

Students should begin the Design Studies program with an introduction to design and first-year courses. Students should make an appointment with the program chair at the end of the first semester to determine course selection based on a chosen required minor, certificate or concentration area. Design studies is an open-enrollment major for incoming freshmen. Students may also transfer into the major during either fall or spring semesters as long as they meet the minimum entry requirements. Transfer students must have an overall GPA of a 2.5 to apply for acceptance into the Design Studies major. It is advisable that students interested in transferring into the major make an appointment with the Advising Center (contact Joy Patterson at joy.patterson@mail.wvu.edu) to discuss details prior to officially transferring paperwork.

SECOND-, THIRD-, AND FOURTH-YEAR LEVELS

All design studies students are required to maintain at least an overall 2.25 GPA to remain in the program with good academic standing.

- Students’ grades will be monitored each semester.
- Any student who has an overall GPA below 2.25 will be notified and put on academic probation for the upcoming semester. It will be necessary for the student to raise their GPA to the required 2.25 in order to continue in the design studies major coursework.
- Students who have an overall GPA below the required 2.25 will not be allowed to enroll in DSGN, DSM or ID coursework until the GPA has returned to the minimum required.
- Students who have not been permitted to enroll in design courses because of a low GPA may enroll in design courses after they have met the appropriate GPA, space permitting.
- All Design Studies students are required to earn at least a C- in each required Interior Design, Design & Merchandising and Design Studies (DSGN) course.
- Students’ grades in DSGN, DSM and ID courses will be monitored each semester.
- Any student who has earned a grade of "D" or lower in any of the DSGN, DSM or ID courses will be notified of the problem and will be expected to repeat the course and earn a grade of C- or above prior to graduation.

Major Learning Outcomes

DESIGN STUDIES

The primary student learning outcomes for the Design Studies major include preparing students to:

1. Integrate design thinking into the business context provided by their minor course of study,
2. Synthesize knowledge gained through coursework and experiential activities effectively, and explain its application to real work situations within the design profession and selected area(s) of interest in verbal and written formats,
3. Effectively evaluate and use research in the context of a design problem,
4. Share work experience with others and gain a greater understanding of design in a variety of contexts,
5. Understand the daily realities of their professional design area and how those realities relate to the expectations of other design contexts.

DSGN 130. Introduction to Design Studies. 3 Hours.
This course is an opportunity for you to learn and apply the elements and principles of design. These concepts will be applied to creating successful two- and three-dimensional design projects. You will also learn about the design industry and identify how all design professions have common foundations.

DSGN 140. Sustainable Living. 3 Hours.
Explores the personal, social, economic and environmental aspects of making sustainable choices. Sustainability principles and practices are discussed along with assessments of consumption and lifestyle decisions. Also listed as PLSC 140 and RESM 140.

DSGN 160. Visual Communications. 3 Hours.
PR: DSM 130 with a minimum grade of C-. Using the design process, this course explores the issues of clarity in graphic communications through 2-dimensional and 3-dimensional representations using computer graphic software. Course also addresses the physical and psychological aspects of human emotions, and non-western social norms and their influence on design process and outcome.

DSGN 191. First-Year Seminar. 1-3 Hours.
Engages students in active learning strategies that enable effective transition to college life at WVU. Students will explore school, college and university programs, policies and services relevant to academic success. Provides active learning activities that enable effective transition to the academic environment. Students examine school, college and university programs, policies and services.
DSGN 200. Information Communications. 3 Hours.
PR: DSGN 160 with a minimum grade of C-. This course provides advanced instruction in computer graphic software as used to explore the issues of clarity in graphics, motion, and spoken communications. Students address physical and psychological aspects of human factors and their influence on design process, and present evidence in a professional manner.

DSGN 220. Design Thinking. 3 Hours.
This course establishes the value of design thinking, identifies the components of the design thinking process, and helps students develop proficiency by using the process in multiple contexts.

DSGN 270. Product Design Foundations. 3 Hours.
This course concentrates on materials/manufacturing technology, visualization techniques and observational techniques of people as well as to design better consumer products. Sketching and digital prototyping techniques will be introduced and practiced to display and analyze possible effectiveness of the design solution. In-class lecture, discussion and design work is augmented by out-of-class work towards presentations to the group.

DSGN 280. Sustainable Design and Development. 3 Hours.
An overview of social, environmental and economic aspects of the built environment. Site considerations, infrastructure, green buildings, marketing, financing, community. (Local field trips possible.)

DSGN 293. Special Topics. 1-6 Hours.
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

DSGN 300. Product Design. 3 Hours.
This course follows observational techniques of people as well as materials/manufacturing technology to design better consumer products. Sketching, model making, and prototyping techniques will be introduced and practiced to design and analyze possible effectiveness of the design solution. In-class lecture, discussion and studio work is augmented by out-of-class work towards presentations to the group.

DSGN 310. Product Design-Footwear. 3 Hours.
This course will explore the R&D processes associated with footwear design from concept to market. Discussions, lectures and projects will provide a complete understanding of how designers work within the constraints of economics, manufacturing and consumer culture in a collective effort to get a shoe on the shelf in stores.

DSGN 315. Survey of Non-Western Design. 3 Hours.
This course examines design from beyond the tradition of Western civilization. Students will study interior design, architecture, and art as shaped by religious beliefs, political systems, and geographical context.

DSGN 320. Design Ethics and Social Responsibility. 3 Hours.
PR: DSGN 220 with a minimum grade of C-. This course will introduce students to the study of both philosophical and applied ethics as they relate to daily life and design. Additionally, the course will address and define components of personal and corporate social responsibility, and explore their relationship to ethics and design at the micro and macro levels.

DSGN 340. Design for Energy Efficiency. 3 Hours.
An overview of energy efficiency in residential and small commercial settings. Energy, building shell, air leakage, insulation, hvac, lighting, appliances, water heating, indoor air quality. (Local field trips possible.)

DSGN 393. Special Topics. 1-6 Hours.
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

DSGN 420. Professional Preparation. 1 Hour.
PR: DSGN 220 and DSGN 320 with a minimum grade of C- in each. This course challenges students to utilize the design process to identify personal skills and characteristics relevant to their job goals, and create a coherent branded professional identity based on the expectations of their industry. Students will also analyze and synthesize business trends and forecasting predictions, applying that information to future expectations in their field of study.

DSGN 470. Leadership in Energy and Environmental Design Green Building Systems. 3 Hours.
PR: DSGN 280. A detailed study of the LEED green building certification systems, including the various green systems, codes and standards referenced by LEED.

DSGN 480. Designing Innovative Futures. 3 Hours.
PR: ID 330 and DSGN 491A and DSGN 494. This capstone course provides an opportunity to analyze and synthesize information from previous coursework and internship experiences to develop professional proficiency levels in integrated design approaches.

DSGN 490. Teaching Practicum. 1-3 Hours.
PR: Consent. Teaching practice as a tutor or assistant.

DSGN 491. Professional Field Experience: Capstone. 1-18 Hours.
PR: Consent. (May be repeated up to a maximum of 18 hours.) Prearranged experiential learning program, to be planned, supervised, and evaluated for credit by faculty and field supervisors. Involves temporary placement with public or private enterprise for professional competence development.

DSGN 493. Special Topics. 1-6 Hours.
PR: Consent. Investigation of topics not covered in regularly scheduled courses.
DSGN 494. Seminar: Capstone. 1-3 Hours.
PR: Consent. Presentation and discussion of topics of mutual concern to students and faculty.

DSGN 495. Independent Study. 1-6 Hours.
Faculty-supervised study of topics not available through regular course offerings.