DESIGN + INNOVATION, M.S.

The Master of Science in Design + Innovation program is an interdisciplinary degree combining engineering, business, human ecology, user experience, and art. It is a collaboration between the College of Engineering, School of Human Ecology, School of Business, the Art Department within the School of Education, and the Information School in the College of Letters & Science. The degree will prepare students to solve complex problems by providing them with a robust set of design thinking strategies and tools from multiple perspectives. Graduates will be equipped to work across disciplines and innovate in their respective field. The program will be comprised of 30 credits, which include 18 required core credits and 12 elective credits. Coursework will include hands-on learning opportunities and is intended to be completed in 12 months.

ADMISSIONS

Please consult the table below for key information about this degree program's admissions requirements. The program may have more detailed admissions requirements, which can be found below the table or on the program's website.

Graduate admissions is a two-step process between academic programs and the Graduate School. Applicants must meet the minimum requirements of the Graduate School as well as the program(s). Once you have researched the graduate program(s) you are interested in, apply online.

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall Deadline</td>
<td>This program does not admit in the fall.</td>
</tr>
<tr>
<td>Spring Deadline</td>
<td>This program does not admit in the spring.</td>
</tr>
<tr>
<td>Summer Deadline</td>
<td>February 1*</td>
</tr>
<tr>
<td>GRE (Graduate Record Examinations)</td>
<td>Not required.</td>
</tr>
<tr>
<td>English Proficiency Test</td>
<td>Every applicant whose native language is not English or whose undergraduate instruction was not in English must provide an English proficiency test score and meet the Graduate School minimum requirements (<a href="https://grad.wisc.edu/apply/requirements/#english-proficiency">https://grad.wisc.edu/apply/requirements/#english-proficiency</a>).</td>
</tr>
<tr>
<td>Other Test(s) (e.g., GMAT, MCAT)</td>
<td>n/a</td>
</tr>
<tr>
<td>Letters of Recommendation</td>
<td>2</td>
</tr>
</tbody>
</table>

* Rolling admission will begin after October 1, with a final application deadline of February 1.

Application Process

Applications are accepted for the summer term only. Applications will open approximately one calendar year prior to the start of the term. Rolling admission will begin after October 1, with a final application deadline of February 1.

Minimum Eligibility Requirements (GPA, test scores, etc.)

1. ALL applicants must meet the general Graduate School Requirements for Admission (https://grad.wisc.edu/admissions/requirements/).
2. GPA: A minimum 3.0/4.0 GPA on the last 60 undergraduate credits is required.
3. Degree: A bachelor degree (or equivalent), in any relevant subject area, is required before the start of the program. The degree is not required to be complete at the time of application.
4. Creative Brief: Submit creative brief as described below.
5. English Proficiency Scores (TOEFL/IELTS) – required for those whose native language is not English, or whose undergraduate instruction was not in English. See Graduate School Requirements for Admission (https://grad.wisc.edu/admissions/requirements/) for more information and exemption policies.

Required Application Materials

All application materials must be submitted online through the Graduate School’s application portal (https://grad.wisc.edu/apply/). Do NOT send any paper copies of documents by mail (email or paper mail) unless specifically requested to do so by the Graduate Admissions Team. Applications must be complete to be reviewed by the Graduate Admissions Team.

1. Online application: https://grad.wisc.edu/apply/.
2. Resume or Curriculum Vitae (CV)
3. Creative Brief: We require submission of a creative brief that includes three parts: a) a Statement of Purpose, b) a short Design Prompt, and c) a Portfolio of Past Work. This creative brief must be uploaded in the online application “Statement” tab as one PDF document and cannot exceed 4 MB.
   a. Statement of Purpose: In 250-500 words, please respond to the following question: “Why are you interested in the Master of Science in Design + Innovation program and what do you hope to get out of the program?”
   b. Design Prompt: In 250-500 words, please answer the following prompt: "If you could redesign anything (think broadly: product, process, service, brand, experience, etc.), what would it be? Why? What are the first three things you would do to get started?"
   c. Portfolio of Work: In no more than 10 pages/slides, please tell the story of 2-3 recent projects of which you are proud. Be as visual as possible, including project images and sketches. Make sure to explain project context, key insights, and the design and innovation process you used.
   Note: The MDI admissions committee recognizes that students from different disciplines will have different portfolios of work. The goal of this submission is to demonstrate your ability to think through a project conceptually and concretely, as well as your ability to tell the story about your work.
4. Unofficial transcripts: All applicants must upload a copy of their transcript from their undergraduate institution and other previous higher education institutions, including other graduate studies. An official transcript is not part of the online application process unless specifically requested in writing by the Admissions Team.
5. Two (2) letters of recommendation: Enter the recommender email contact information into the online application. Recommenders will receive an email with instructions for the survey and recommendation letter upload process. We do not accept recommendation letters via email, paper format, or online portfolios.
6. English Proficiency Scores (TOEFL/IELTS) – required for those whose native language is not English, or whose undergraduate instruction was not in English. See Graduate School Requirements for Admission (https://grad.wisc.edu/admissions/requirements/) for more information and exemption policies. Scores are accepted if they are within two years of the start of the admissions term for which applicants are applying. TOEFL scores should be electronically sent directly from Educational Testing Service (ETS) to institution code 1846 (no department code is needed). IELTS scores should be electronically sent directly from IELTS to UW-Madison, Graduate Studies.

7. Application Fee
8. Personal Interview (if necessary) - A personal interview with MDI program staff (in the form of a telephone call or video chat) may be required.

**FUNDING**

**GRADUATE SCHOOL RESOURCES**

Resources to help you afford graduate study might include assistantships, fellowships, traineeships, and financial aid. Further funding information (https://grad.wisc.edu/funding/) is available from the Graduate School. Be sure to check with your program for individual policies and restrictions related to funding.

**PROGRAM RESOURCES**

Students in this program are not eligible for teaching assistant, research assistant, or project assistant positions as this is an accelerated coursework only degree.

**FEDERAL LOANS**

Students who are U.S. citizens or permanent residents may be eligible to receive some level of funding through the federal direct loan program. These loans are available to qualified graduate students who are taking at least 4 credits during the fall and spring semesters, and 2 credits during summer. Private loans are also available. Learn more about financial aid at their website (https://financialaid.wisc.edu/).

**INTERNATIONAL STUDENT SERVICES FUNDING AND Scholarships**

For information on International Student Funding and Scholarships visit the ISS website (https://iss.wisc.edu/students/new-students/funding-scholarships/).

**REQUIREMENTS**

**MINIMUM GRADUATE SCHOOL REQUIREMENTS**

Review the Graduate School minimum academic progress and degree requirements (http://guide.wisc.edu/graduate/#policiesandrequirementstext), in addition to the program requirements listed below.

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**MAJOR REQUIREMENTS**

**MODE OF INSTRUCTION**

<table>
<thead>
<tr>
<th>Mode of Instruction</th>
<th>Face to Face</th>
<th>Evening/Weekend</th>
<th>Online</th>
<th>Hybrid</th>
<th>Accelerated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
</tbody>
</table>

- **Evening/Weekend**: These programs are offered in an evening and/or weekend format to accommodate working schedules. Enjoy the advantages of on-campus courses and personal connections, while keeping your day job. For more information about the meeting schedule of a specific program, contact the program.
- **Online**: These programs are offered primarily online. Many available online programs can be completed almost entirely online with all online programs offering at least 50 percent or more of the program work online. Some online programs have an on-campus component that is often designed to accommodate working schedules. Take advantage of the convenience of online learning while participating in a rich, interactive learning environment. For more information about the online nature of a specific program, contact the program.
- **Hybrid**: These programs have innovative curricula that combine on-campus and online formats. Most hybrid programs are completed on-campus with a partial or completely online semester. For more information about the hybrid schedule of a specific program, contact the program.
- **Accelerated**: These on-campus programs are offered in an accelerated format that allows you to complete your program in a condensed time-frame. Enjoy the advantages of on-campus courses with minimal disruption to your career. For more information about the accelerated nature of a specific program, contact the program.

**CURRICULAR REQUIREMENTS**

**Requirements Detail**

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum Credit</td>
<td>30 credits</td>
</tr>
<tr>
<td>Minimum Residence</td>
<td>16 credits</td>
</tr>
<tr>
<td>Minimum Graduate</td>
<td>At least half of degree coursework (15 out of 30 total credits) must be in graduate-level coursework; courses with the Graduate Level Coursework attribute are identified and searchable in the university’s Course Guide (<a href="http://my.wisc.edu/CourseGuideRedirect/BrowseByTitle">http://my.wisc.edu/CourseGuideRedirect/BrowseByTitle</a> (<a href="http://my.wisc.edu/CourseGuideRedirect/BrowseByTitle/">http://my.wisc.edu/CourseGuideRedirect/BrowseByTitle/</a>)).</td>
</tr>
<tr>
<td>Overall Graduate</td>
<td>3.00 GPA required</td>
</tr>
<tr>
<td>Other Grade</td>
<td>Students must earn a C or above in all coursework. Students may not have any more than two incompletes on their record at any one time.</td>
</tr>
<tr>
<td>Assessment and Examinations</td>
<td>None</td>
</tr>
</tbody>
</table>

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# REQUIRED COURSES

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Core Courses - required of all students (18 credits)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DS 641</td>
<td>Advanced Design Thinking for Transformation</td>
<td>3</td>
</tr>
<tr>
<td>INTEREGR 477</td>
<td>Tools for Prototyping and Manufacturing</td>
<td>3</td>
</tr>
<tr>
<td>OTM 760</td>
<td>Managing by Design</td>
<td>3</td>
</tr>
<tr>
<td>INTER-HE 940</td>
<td>Collaborative Capstone I</td>
<td>3</td>
</tr>
<tr>
<td>INTEREGR 941</td>
<td>Collaborative Capstone II</td>
<td>3</td>
</tr>
<tr>
<td>One of the following:</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>L IS 707</td>
<td>Data Visualization and Communication for Decision Making</td>
<td></td>
</tr>
<tr>
<td>or DS 620</td>
<td>Visual Thinking for Problem Solving</td>
<td></td>
</tr>
<tr>
<td><strong>Specializations 1 12 credits minimum required.</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students select one specialization in addition to the Core Courses. Students may select courses across the specialization lists with approval of their faculty advisor.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Product Design

- I SY E/PSYCH 349 Introduction to Human Factors
- I SY E/PSYCH 549 Human Factors Engineering
- M E/E C E 439 Introduction to Robotics
- M E 449 Redesign and Prototype Fabrication
- M E 549 Product Design
- I SY E/COMP SCI/DS 518 Wearable Technology
- I SY E 552 Human Factors Engineering Design and Evaluation
- M H R 734 Venture Creation
- M H R 741 Technology Entrepreneurship
- MARKETNG 737 Creating Breakthrough New Products
- ART 346 Basic Graphic Design
- ART 409 Digital Fabrication Studio
- ART 428 Digital Imaging Studio
- ART 429 3D Digital Studio I
- DS 527 Global Artisans
- CNSR SCI 657 Consumer Behavior

## UI/UX Design

- L IS/COMP SCI 611 User Experience Design 1
- L IS/COMP SCI 612 User Experience Design 2
- L IS/COMP SCI 613 User Experience Design 3
- L IS 646 Introduction to Info Architecture and Interaction Design for the Web
- L IS 661 Information Ethics and Policy
- DS/COMP SCI 579 Virtual Reality
- I SY E/PSYCH 349 Introduction to Human Factors

## Communication Design

- ART 318 Introduction to Video, Performance & Installation Art
- ART 346 Basic Graphic Design
- ART 409 Digital Fabrication Studio
- ART 428 Digital Imaging Studio
- ART 429 3D Digital Studio I
- ART 438 History of Graphic Design and Typography
- ART 528 Digital Interactive Studio
- ART 529 3D Digital Studio II
- DS/COMP SCI 579 Virtual Reality
- DS/LAND ARC 639 Culture and Built Environment
- DS 620 Visual Thinking for Problem Solving
- L IS 707 Data Visualization and Communication for Decision Making

## Design Strategy

- CSCS 335 Communicating with Key Audiences
- CNSR SCI 555 Consumer Strategy & Evaluation
- CNSR SCI 561 Retail Channel Strategy & Omni-Channel Retailing
- CNSR SCI 562 The Global Consumer
- CNSR SCI 567 Product Development Strategies in Retailing
- CNSR SCI 657 Consumer Behavior
- HDFS 872 Bridging the Gap Between Research and Action
- DS 527 Global Artisans
- DS/LAND ARC 639 Culture and Built Environment
- M E 549 Product Design
- M H R 715 Strategic Management of Innovation
- M H R 723 Business Strategy
- M H R 734 Venture Creation
- M H R 741 Technology Entrepreneurship
- MARKETNG 737 Creating Breakthrough New Products
ART 318  Introduction to Video, Performance & Installation Art

Total Credits  30

1. These tracks are internal to the program and represent different pathways a student can follow to earn this degree. Track names do not appear in the Graduate School admissions application, and they will not appear on the transcript.

2. DS 620 may be counted as credit in the specialization area only if it was not taken as a Core Requirement. Students may NOT double count DS 620 for the Core Requirement and the Specialization.

3. LIS 707 may be counted as credit in the specialization area only if it was not taken as a Core Requirement. Students may NOT double count LIS 707 for the Core Requirement and the Specialization.

**POLICIES**

**GRADUATE SCHOOL POLICIES**

The Graduate School's Academic Policies and Procedures (https://grad.wisc.edu/acadpolicy/) provide essential information regarding general university policies. Program authority to set degree policies beyond the minimum required by the Graduate School lies with the degree program faculty. Policies set by the academic degree program can be found below.

**MAJOR-SPECIFIC POLICIES**

**PRIOR COURSEWORK**

**Graduate Work from Other Institutions**

Students will not be permitted to use credits from previously earned graduate coursework.

**UW–Madison Undergraduate**

With advisor approval, up to 6 credits numbered 300 or above may be counted toward the degree specialization areas (not the core degree requirements). These credits may be counted toward the minimum graduate coursework (50%) requirement if they are in courses numbered 700 or above. No credits may be counted toward the minimum graduate residence credit requirement. Coursework earned five or more years prior to admission to a master's degree is not allowed to satisfy requirements.

**UW–Madison University Special**

With program approval, and payment of the difference in tuition, students are allowed to count up to 15 credits of coursework numbered 300 or above taken as a UW–Madison Special student toward the minimum graduate residence credit requirement and the minimum graduate degree credit requirement. These credits may be counted toward the minimum graduate coursework (50%) requirement if they are in courses numbered 700 or above. Coursework earned five or more years prior to admission is not allowed to satisfy requirements.

**PROBATION**

The Graduate School regularly reviews the record of any student who earned grades of BC, C, D, F, or Incomplete in a graduate course (300 or above), or grade of U in research credits. This review could result in academic probation with a hold on future enrollment or in being suspended from the Graduate School.

1. Good standing (progressing according to standards; any funding guarantee remains in place).  
2. Probation (not progressing according to standards but permitted to enroll; loss of funding guarantee; specific plan with dates and deadlines in place in regard to removal of probationary status).
3. Unsatisfactory progress (not progressing according to standards; not permitted to enroll, dismissal, leave of absence or change of advisor or program).

A semester GPA below 3.0 will result in the student being placed on academic probation. If a semester GPA of 3.0 is not attained during the subsequent semester of full time enrollment (or 12 credits of enrollment if enrolled part-time), this will be deemed unsatisfactory progress and the student may be dismissed from the program or allowed to continue for one additional semester based on advisor appeal to the Graduate School.

**ADVISOR**

All students will be assigned an advisor who assists them in planning a course sequence that meets degrees requirements and who will discuss career objectives with the students.

**CREDITS PER TERM ALLOWED**

15 credits

**TIME CONSTRAINTS**

Master's degree students who have been absent for five or more consecutive years lose all credits that they have earned before their absence. Individual programs may count the coursework students completed prior to their absence for meeting program requirements; that coursework may not count toward Graduate School credit requirements.

**GRIEVANCES AND APPEALS**

These resources may be helpful in addressing your concerns:

- Bias or Hate Reporting (https://doso.students.wisc.edu/bias-or-hate-reporting/)
- Graduate Assistantship Policies and Procedures (https://hr.wisc.edu/policies/gapp/#grievance-procedure)
- Hostile and Intimidating Behavior Policies and Procedures (https://hr.wisc.edu/hib/)
  - Office of the Provost for Faculty and Staff Affairs (https://facstaff provost.wisc.edu/)
- Dean of Students Office (https://doso students.wisc.edu/) (for all students to seek grievance assistance and support)
- Employee Assistance (http://www.eao.wisc.edu/) (for personal counseling and workplace consultation around communication and conflict involving graduate assistants and other employees, post-doctoral students, faculty and staff)
- Employee Disability Resource Office (https://employeedisabilities.wisc.edu/) (for qualified employees or applicants with disabilities to have equal employment opportunities)
- Graduate School (https://grad.wisc.edu/) (for informal advice at any level of review and for official appeals of program/departmental or school/college grievance decisions)
- Office of Compliance (https://compliance.wisc.edu/) (for class harassment and discrimination, including sexual harassment and sexual violence)
- Office of Student Conduct and Community Standards (https://conduct students.wisc.edu/) (for conflicts involving students)
- Ombuds Office for Faculty and Staff (http://www.ombuds.wisc.edu/) (for employed graduate students and post-docs, as well as faculty and staff)
• Title IX (https://compliance.wisc.edu/titleix/) (for concerns about discrimination)

Students should contact the department chair or program director with questions about grievances.

OTHER

1. Students enrolled in this program are not permitted to accept teaching assistantships, project assistantships, research assistantships or other appointments that would result in a tuition waiver.
2. Students in this program cannot concurrently enroll in other graduate programs.
3. Students in this program cannot take courses outside the prescribed curriculum.
4. Additional Prior Coursework Policies (these policies are in addition to the prior coursework policies listed above):
   a. Graduate Program Credits earned in other UW-Madison Graduate Programs: With advisor approval, up to 12 credits may be permitted for use in the program. Credits may be applied to electives or core credits, with the exception of the two capstone courses. Courses must be 300 level or above, earned “B” or better grade, and earned less than 5 years prior to the start of the MS in Design + Innovation program.
   b. Undergraduate credits from other institutions: Undergraduate credits from other institutions are not permitted to be used in the MS in Design + Innovation program.
   c. MAD-UX Certificate Credits: With program approval, and payment of the difference in tuition, students are allowed to count up to 9 credits. Courses must be 300 level or above, earned “B” or better grade, and earned less than 5 years prior to the start of the MS in Design + Innovation program.

LEARNING OUTCOMES

1. Demonstrate creative, independent problem solving skills and entrepreneurial thinking.
2. Apply design tools and strategies on interdisciplinary teams and projects.
3. Communicate effectively both visually and orally.
4. Implement an iterative design thinking process.
5. Demonstrate a hands-on, iterative process that includes making, creating and designing.
6. Gain depth in a field of study that can be applied in a social, global and design context.
7. Apply principles of ethical and professional conduct in a field experience.

PROFESSIONAL DEVELOPMENT

GRADUATE SCHOOL RESOURCES

Take advantage of the Graduate School’s professional development resources (https://grad.wisc.edu/pd/) to build skills, thrive academically, and launch your career.

PEOPLE

Lee DeBaillie, College of Engineering, Program Director
Kristin R. Eschenfelder, Information School (iSchool), College of Letters and Science, Professor and Director
Sara Hladilek, College of Engineering, Graduate Student Services Coordinator
John Hitchcock, Art, School of Education, Professor, Associate Dean for the Arts
Michelle Kwasny, School of Human Ecology, Academic Director
Christopher C. Luzzio, Mechanical Engineering, College of Engineering, Associate Professor
Dennis A. Miller, Art, School of Education, Professor
Meghan Marie Mitchell, Art, School of Education, Associate Professor
Mark Nelson, Design Studies, School of Human Ecology, Professor
Robert G. Radwin, Industrial and Systems Engineering, College of Engineering, Professor
Lennon P. Rodgers, College of Engineering, Director of Grainger Engineering Design Innovation Lab
Lesley H. Sager, Design Studies, School of Human Ecology, Faculty Associate
John Surdyk, Management and Human Resources, School of Business, Director of the Initiative for Studies in Transformational Entrepreneurship and Faculty Director of the Entrepreneurial Residential Learning Community
Karl Joseph Williamson, College of Engineering, Shop Manager

ACCREDITATION

National Association of Schools of Art and Design (https://nasad.accredit.org/)

Accreditation status: Planned 2025-2026