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.

MAJOR REQUIREMENTS

MODE OF INSTRUCTION

<table>
<thead>
<tr>
<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>Yes</td>
</tr>
</tbody>
</table>

**Accelerated:** Accelerated programs are offered at a fast pace that condenses the time to completion. Students typically take enough credits aimed at completing the program in a year or two.

**Evening/Weekend:** Courses meet on the UW–Madison campus only in evenings and/or on weekends to accommodate typical business schedules. Students have the advantages of face-to-face courses with the flexibility to keep work and other life commitments.

**Face-to-Face:** Courses typically meet during weekdays on the UW-Madison Campus.

**Hybrid:** These programs combine face-to-face and online learning formats. Contact the program for more specific information.

**Online:** These programs are offered 100% online. Some programs may require an on-campus orientation or residency experience, but the courses will be facilitated in an online format.

CURRICULAR REQUIREMENTS

**Requirement Detail**

<table>
<thead>
<tr>
<th>Minimum Credit Requirement</th>
<th>Credit Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 credits</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Minimum Residence Credit Requirement</th>
<th>16 credits</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Minimum Graduate Coursework Requirement</th>
<th>15 credits must be graduate-level coursework. Details can be found in the Graduate School's Minimum Graduate Coursework (50%) policy (<a href="https://policy.wisc.edu/library/UW-1244">https://policy.wisc.edu/library/UW-1244</a>).</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Overall Graduate GPA Requirement</th>
<th>3.00 GPA required.</th>
</tr>
</thead>
</table>

This program follows the Graduate School's GPA Requirement policy (https://policy.wisc.edu/library/UW-1203). |

Other Grade Requirements

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.

Assessments and Examinations

None.

Language

No language requirements.

Requirements

REQUIRED COURSES

**Core Courses - required of all students (18 credits)**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>DS 641</td>
<td>Advanced Design Thinking for Transformation</td>
<td>3</td>
</tr>
<tr>
<td>INTEREG 477</td>
<td>Tools for Prototyping and Manufacturing</td>
<td>3</td>
</tr>
<tr>
<td>INTER-HE 940</td>
<td>Collaborative Capstone I</td>
<td>3</td>
</tr>
<tr>
<td>INTEREG 941</td>
<td>Collaborative Capstone II</td>
<td>3</td>
</tr>
</tbody>
</table>

One of the following:

| LI S 707 | Data Visualization and Communication for Decision Making | 3 |
| DS 620 | Visual Thinking for Problem Solving |

One of the following:

| OTM 701 | Product Management | 3 |
| OTM 760 | Managing by Design |
| MARKETING 737 | New Product Innovation |
| MHR 715 | Strategic Management of Innovation |
| MHR 734 | Venture Creation |

**Specializations**

Students select one specialization in addition to the Core Courses. Students may select courses across the specialization lists with approval of their faculty advisor. 12 credits minimum required.

**Product Design**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>DS/COMP SCI/ISY E 518</td>
<td>Wearable Technology</td>
<td></td>
</tr>
<tr>
<td>DS 527</td>
<td>Global Artisans</td>
<td></td>
</tr>
<tr>
<td>DS/COMP SCI 579</td>
<td>Virtual Reality</td>
<td></td>
</tr>
<tr>
<td>CNSR SCI 657</td>
<td>Consumer Behavior</td>
<td></td>
</tr>
<tr>
<td>LI S/COMP SCI 611</td>
<td>User Experience Design 1</td>
<td></td>
</tr>
<tr>
<td>ISY E/PSYCH 349</td>
<td>Introduction to Human Factors</td>
<td></td>
</tr>
<tr>
<td>ISY E/PSYCH 549</td>
<td>Human Factors Engineering</td>
<td></td>
</tr>
<tr>
<td>ISY E 552</td>
<td>Human Factors Engineering Design and Evaluation</td>
<td></td>
</tr>
<tr>
<td>M/E/E C E 439</td>
<td>Introduction to Robotics</td>
<td></td>
</tr>
<tr>
<td>M E 449</td>
<td>Redesign and Prototype Fabrication</td>
<td></td>
</tr>
<tr>
<td>M E 549</td>
<td>Product Design</td>
<td></td>
</tr>
<tr>
<td>MARKETING 737</td>
<td>New Product Innovation</td>
<td></td>
</tr>
<tr>
<td>M H R 734</td>
<td>Venture Creation</td>
<td></td>
</tr>
<tr>
<td>M H R 741</td>
<td>Technology Entrepreneurship</td>
<td></td>
</tr>
</tbody>
</table>
### OTM 701
Product Management

### ART 346
Basic Graphic Design

### ART 409
Digital Fabrication Studio

### ART 428
Digital Imaging Studio

### ART 429
3D Digital Studio I

#### UI/UX Design

**DS/COMP SCI 579**
Virtual Reality

**LIS/COMP SCI 611**
User Experience Design 1

**LIS/COMP SCI 612**
User Experience Design 2

**LIS/COMP SCI 613**
User Experience Design 3

**LIS 646**
Introduction to Info Architecture and Interaction Design for the Web

**LIS 661**
Information Ethics and Policy

**ISY E/PSYCH 349**
Introduction to Human Factors

**ISY E/COMP SCI/DS 518**
Wearable Technology

**ISY E/PSYCH 549**
Human Factors Engineering

**MH R 734**
Venture Creation

**MH R 741**
Technology Entrepreneurship

**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

#### 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

**LIS 707**
Data Visualization and Communication for Decision Making

#### Design Strategy

**CSCS 335**
Communicating with Key Audiences

**CSCS 455**
Entrepreneurialism and Society

**CNSR SCI 555**
Consumer Design Strategies & Evaluation

**CNSR SCI 561**
Consumer Engagement Strategies

**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

**ISY E/PSYCH 349**
Introduction to Human Factors

**ME 549**
Product Design

**MH R 715**
Strategic Management of Innovation

**MH R 723**
Business Strategy

**MH R 734**
Venture Creation

**MH R 741**
Technology Entrepreneurship

**MARKETING 737**
New Product Innovation

### Total Credits
30

---

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

2 Course may be counted towards a specialization area only if it was not taken as a Core Requirement. Students may NOT double count this course for the Core Requirement and the Specialization.

Students in this program may not take courses outside the prescribed curriculum without faculty advisor and program director approval. Students in this program cannot enroll concurrently in other undergraduate, graduate or certificate programs.