

DESIGN, INNOVATION, AND SOCIETY, BS

The Bachelor of Science degree in Design, Innovation & Society focuses on **developing** skill sets in design processes to innovate and solve problems in everyday life. Students will explore the interconnectedness between people, technology, culture, and social change to address today's complex societal issues

Students learn how to leverage the influential role of design through a deeper understanding of social issues, ethical considerations, global perspectives, diverse cultures, sustainability challenges, and value systems. This knowledge is applied to help address complex issues and to envision possibilities for enhancing human life through design.

The program offers three pathways:

- **Design & Technology** pathway examines how innovative technologies enable the ways we communicate, build, and experience the world around us through design
- **Design & Social Change** pathway develops skills to identify opportunities, envision strategies, and create approaches to improve the health, well-being, and sustainability of individuals, communities, and the planet
- **Design & Culture** pathway explores the media, mechanisms, and institutional frameworks for human expression, examining how design influences and is influenced by history, politics, economics, and culture

The program spans diverse design theories, methods, and disciplines. It combines content areas like visual communication, the design process, research methods, and technology, to enable students to collaborate effectively with designers and professionals from various fields.

Graduates gain the skills, tools, methods, and strategies to become future leaders in the expansive field of design.

Required internships (<https://advising.humanecology.wisc.edu/careers/internship-requirement/>) and collaborative capstone projects provide leadership opportunities, networking, and other career-building experiences.

HOW TO GET IN

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CURRENT UW-MADISON STUDENTS

Students within their first 60 GPA credits at UW-Madison

Requirements	Details
How to get in	No application required. All students who meet the requirements listed below are able to declare. For information on how to declare, see: https://go.wisc.edu/sohe-declare (https://go.wisc.edu/sohe-declare/).
Courses required to get in	None.

GPA requirements to get in

- First-semester students have no GPA requirement to declare.
- Non-first-semester students within the first 60 GPA credits: Minimum 2.750 cumulative GPA based on all UW-Madison coursework.

Credits required to get in	None.
Other	Must be in good academic standing with their current school or college.

All other students (who do not meet the declaration criteria above)

Requirements	Details
How to get in	Application required. Meeting the requirements listed below does not guarantee admission. (https://go.wisc.edu/sohe-apply (https://go.wisc.edu/sohe-apply/))
Courses required to get in	None.
GPA requirements to get in	None.
Credits required to get in	None.
Other	Must be in good academic standing with their current school or college.

Semester	Deadline to apply	Decision notification timeline
To apply for a fall start	The fifth Friday of the term.	Students will be notified about decisions approximately one month after the application deadline.
To apply for a spring start	The fifth Friday of the term.	Students will be notified about decisions approximately one month after the application deadline.
To apply for a summer start	This program does not accept applications to start in the summer.	

PROSPECTIVE UW-MADISON STUDENTS

All prospective UW-Madison students must apply through the central Office of Admissions and Recruitment (<https://www.admissions.wisc.edu/>).

Freshmen should declare their intention to pursue the design, innovation, and society major when they apply for admission to UW-Madison. In addition, students may indicate interest in the design, innovation, and society major when registering for Student Orientation, Advising, and Registration (SOAR).

ADDITIONAL INFORMATION

Students cannot declare the Certificate in Design Strategy and the Design, Innovation, and Society major.

For transfer students, sequential courses and courses taught only once a year should be taken into account when calculating time toward completion of the degree, as graduation time may be extended.

REQUIREMENTS

UNIVERSITY GENERAL EDUCATION REQUIREMENTS

All undergraduate students at the University of Wisconsin–Madison are required to fulfill a minimum set of common university general education requirements to ensure that every graduate acquires the essential core of an undergraduate education. This core establishes a foundation for living a productive life, being a citizen of the world, appreciating aesthetic values, and engaging in lifelong learning in a continually changing world. Various schools and colleges will have requirements in addition to the requirements listed below. Consult your advisor for assistance, as needed. For additional information, see the university Undergraduate General Education Requirements (<http://guide.wisc.edu/undergraduate/#requirementsforundergraduatelife>) section of the *Guide*.

General Education	<ul style="list-style-type: none"> • Breadth–Humanities/Literature/Arts: 6 credits • Breadth–Natural Science: 4 to 6 credits, consisting of one 4- or 5-credit course with a laboratory component; or two courses providing a total of 6 credits • Breadth–Social Studies: 3 credits • Communication Part A Part B * • Ethnic Studies * • Quantitative Reasoning Part A Part B *
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* The mortarboard symbol appears before the title of any course that fulfills one of the Communication Part A or Part B, Ethnic Studies, or Quantitative Reasoning Part A or Part B requirements.

SCHOOL OF HUMAN ECOLOGY REQUIREMENTS

All Design, Innovation, and Society students complete the School of Human Ecology requirements listed below. Then, students complete the Design, Innovation, and Society requirements.

Code	Title	Credits
Arts and Humanities		9
Social Science		9
Physical, Biological and Natural Science		9
Human Ecology Breadth		3
Total Credits		30

DESIGN, INNOVATION, AND SOCIETY REQUIREMENTS

A complete list of requirements is below. Students should follow the curriculum requirements in place at the time they entered the major. This requirement list should be used in combination with a DARS report.

Code	Title	Credits
Design, Innovation, and Society Core Requirements		
DS 120	Design: Fundamentals I	3
DS 123	What is Design?	3
DS 140	Visual Thinking - Form and Space	3
DS 220	Design: Fundamentals II	3
DS 221	Person and Environment Interactions	3
DS/GEN BUS 240	Human-centered Design and Business	2
DS/ANTHRO/ART HIST/HISTORY/LAND ARC 264	Dimensions of Material Culture	4
DS 650	Collaborative Design Capstone	3
DS 679	Research Methods in Design	3
CSCS 455	Entrepreneurialism and Society	3
Design, Innovation, and Society Pathways		
Select 9 credits from one of the three following depth areas		
<i>Design and Culture Depth</i>		
DS 355	History of Fashion, 1400–Present	3
DS 421	History of Architecture and Interiors I: Antiquity through 18th Century	3
DS 422	History of Architecture & Interiors II: 19th and 20th Centuries	3
DS 430	History of Textiles	3
ART 438	History of Graphic Design and Typography	3
LAND ARC 260	History of Landscape Architecture	3
ART HIST 210	A History of the World in 20 Buildings	3
ART HIST/RELIG ST 373	Great Cities of Islam	3
ART HIST 357	History of Wisconsin Architecture, 1800–present	3
ART HIST/ASIAN 379	Cities of Asia	3
ART HIST 457	History of American Vernacular Architecture and Landscapes	3
ART HIST 468	Frank Lloyd Wright	3–4
ART HIST 506	Curatorial Studies Exhibition Practice	3
ART HIST 601	Introduction to Museum Studies I	3
ART HIST 602	Introduction to Museum Studies II	3
<i>Design and Social Change Depth</i>		
DS 321	Problem-definition: Design Programming	3
DS 341	Design Thinking for Transformation	3
DS 521	Environments of Crisis & Design	3
DS 527	Global Artisans	3
CSCS 125	Community and Social Change	3
CSCS 570	Community Based Research and Evaluation	3
CNSR SCI 555	Consumer Design Strategies & Evaluation	3

CNSR SCI 561	Consumer Engagement Strategies	3
<i>Design and Technology Depth</i>		
DS 451	Color Theory and Technology	3
DS/COMP SCI/ I SY E 518	Wearable Technology	3
CURRIC 277	Videogames & Learning	3
CURRIC 357	Game Design I	3
CURRIC 432	Game Design II	3
ART 309	Digital Art and Code	4
ENVIR ST/ CIV ENGR/ GEOG 377	An Introduction to Geographic Information Systems	4
GEOG 170	Our Digital Globe: An Overview of GIScience and its Technology	3
GEOG 370	Introduction to Cartography	4
COMP SCI 570	Introduction to Human-Computer Interaction	4
COM ARTS 155	Introduction to Digital Media Production	4
COM ARTS 200	Introduction to Digital Communication	3
CIV ENGR 250	Architectural Visualization	3
Professional Development		
DS 252	Design Leadership Symposium	1
INTER-HE 202	SoHE Career & Leadership Development	1
DS 601	Internship	1-8
Electives		
Select courses to bring degree credit total to 120		

UNIVERSITY DEGREE REQUIREMENTS

Total Degree	To receive a bachelor's degree from UW-Madison, students must earn a minimum of 120 degree credits. The requirements for some programs may exceed 120 degree credits. Students should consult with their college or department advisor for information on specific credit requirements.
Residency	Degree candidates are required to earn a minimum of 30 credits in residence at UW-Madison. "In residence" means on the UW-Madison campus with an undergraduate degree classification. "In residence" credit also includes UW-Madison courses offered in distance or online formats and credits earned in UW-Madison Study Abroad/Study Away programs.
Quality of Work	Undergraduate students must maintain the minimum grade point average specified by the school, college, or academic program to remain in good academic standing. Students whose academic performance drops below these minimum thresholds will be placed on academic probation.

LEARNING OUTCOMES

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1. Integrate thorough understanding of the history and theory of relationships between design and human behavior, with a particular emphasis on human ecology perspectives.
2. Demonstrate the intellectual skills for inquiry, creative thinking, and critical analysis in design and its application to local, national, and global challenges.
3. Demonstrate a range of research skills that will allow them to identify, evaluate, and apply design solutions for the betterment of social, political, economic, cultural, and environmental sectors.
4. Practice excellent communication skills, across a range of formats (eg, written, oral, and visual communications) and target audiences (eg, scholarly, professional, community-engaged communications) that will further understanding and application of the role of design in everyday life.
5. Develop professional skills (eg, teamwork both within and across fields, project management and leadership, representation of skills through portfolio production) to apply design research skills to create new knowledge and solve problems in real world settings.

FOUR-YEAR PLAN

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This is a sample four-year plan for Design, Innovation, and Society. We encourage all students to consult with their academic advisor to develop an individualized plan that meets their specific needs.

First Year			
Fall	Credits	Spring	Credits
DS 120	3	DS 140	3
DS 123	3	DS 220	3
Communications A	3	Communications B	3-4
Science	3	Quantitative Reasoning A	3-4
Elective	3	Humanities/Art/Literature	3
15		15-17	
Second Year			
Fall	Credits	Spring	Credits
DS 221	3	DS/ANTHRO/ ART HIST/ HISTORY/ LAND ARC 264	4
Social Science	3	INTER-HE 202	1
Science	3	Ethnic Studies	3
Humanities/Art/Literature	3	Social Science	3
Elective	3	Elective	3
15		14	

Third Year

Fall	Credits Spring	Credits Summer	Credits
DS/ GEN BUS 240	2 CSCS 455	3 DS 601	1-8
DS 252	1 Pathway Option #1	3	
SoHE Breadth	3 Social Science	3	
Quantitative Reasoning B	3 Humanities/Art/ Literature	3	
Elective	3 Elective	3	
Elective	3		
	15	15	1-8

Fourth Year

Fall	Credits Spring	Credits
Pathway Option #2	3 DS 679	3
Science	3 DS 650	3
Elective	3 Pathway Option #3	3
Elective	3 Elective	3
Elective	3 Elective	3
	15	15

Total Credits 120-129**ADVISING AND CAREERS****ADVISING AND CAREERS****ADVISING & CAREER CENTER**

The Advising & Career Center (ACC) fosters undergraduate students' personal, academic, and professional development. Through advising, academic planning, and career education, we support students as they navigate the college experience—from exploring our majors as prospective students to becoming Human Ecology alumni.

Academic Advising

Each Human Ecology student is assigned to an academic advisor in the Advising & Career Center. Human Ecology academic advisors support academic and personal success by partnering with current and prospective Human Ecology students as they identify and clarify their educational goals, develop meaningful academic plans, and pursue their own Wisconsin Experience.

To explore academic advising resources or schedule an appointment with an academic advisor, visit Advising in Human Ecology (<https://advising.humanecology.wisc.edu/academics/apply/>).

Career Development

Each Human Ecology student is assigned to a career advisor in the Advising & Career Center. Active engagement in the career development process is a vital component of a student's personal growth in college and future success as a lifelong learner, professional, and global citizen. Human Ecology career advisors help prepare students for life post-graduation through individual and group advising and integration of career readiness throughout our curriculum.

To explore career development resources or schedule an appointment with a Human Ecology career advisor, visit Career Development (<https://advising.humanecology.wisc.edu/careers/scheduling/>).

PEOPLE**PEOPLE**

For more information, visit the School of Human Ecology Design Studies faculty and staff directory (<https://humanecology.wisc.edu/staff/sohe-department/design-studies/>).

WISCONSIN EXPERIENCE**WISCONSIN EXPERIENCE****INTERNSHIPS**

Internships are a vital part of student career development and a highly valued component of the undergraduate curriculum in the School of Human Ecology. High-quality internships foster student development by bringing theories and classroom-based learning to life in real-world settings. In addition, internships give students the opportunity to explore careers related to their major, gain relevant experience in their field(s) of interest, and develop a better understanding of what is expected in a workplace by performing the tasks of a professional in that field.

For Human Ecology majors, internships are a requirement of our undergraduate curriculum. Students must have at least a junior standing (54+ credits) in order to pursue a 3-credit internship and must complete a minimum of 150 hours at the internship site. To be eligible, an internship must be educational in nature, directly relate to a student's major and career goals, and be approved by the Advising & Career Center (https://go.wisc.edu/acc_office/).

For some Human Ecology majors, additional course prerequisites may be required. For more information, visit Human Ecology Internships (<https://advising.humanecology.wisc.edu/careers/internship-requirement/>).

STUDENT ORGANIZATIONS

School of Human Ecology student organizations include:

- Apparel and Textile Association (ATA)
- Community & Nonprofit Leaders (CNPL) of UW-Madison
- Financial Occupations Club for University Students (FOCUS)
- Interior Design Organization (IDO)
- Phi Upsilon Omicron (National Honor Society in Family and Consumer Sciences)
- Re-Wear It
- School of Human Ecology Makerspace Organization (SoHE Makerspace)
- Student Retail Association (SRA)

For more information about joining a Human Ecology student organization, please visit Human Ecology Student Organizations (<https://go.wisc.edu/sohestudentorganizations/>).

Learn more about UW-Madison registered student organizations through the Wisconsin Involvement Network (<https://win.wisc.edu/>).

RESOURCES AND SCHOLARSHIPS

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SCHOLARSHIPS AND OTHER FINANCIAL RESOURCES

The School of Human Ecology awards many merit and need-based scholarships each year. Students can learn more about these opportunities on the Human Ecology scholarships webpage (<https://humanecology.wisc.edu/academics/scholarships/>). To be eligible for these awards, scholarship recipients must be registered as full-time Human Ecology students. For further questions on the scholarship application, please contact the School of Human Ecology Scholarship Coordinator at scholarships@sohe.wisc.edu.

Students who experience personal challenges or emergency financial situations may inquire about the availability of short-term loans ([https://advising.humanecology.wisc.edu/academic-dean-services/](https://humanecology.wisc.edu/academics/scholarships/#emergency:~:text=-,Emergency%20financial%20support,-Students%20experiencing%20specific) with the Human Ecology Academic Deans (<a href=)) (deansservices@sohe.wisc.edu). In addition, university scholarships, loans, and employment are available through the Office of Student Financial Aid (<https://financialaid.wisc.edu/>) (333 East Campus Mall; 608-262-3060).