DESIGN STRATEGY, CERTIFICATE

WHAT IS IT ABOUT?

Housed in the School of Human Ecology, this eighteen-credit certificate in Design Strategy provides undergraduate students from all majors with a hands-on, interdisciplinary approach to problem solving for strategic change. Through applying Design Thinking techniques and exploring the interconnections between people, built, natural, and financial environments, students will learn to put ideas into action and develop forward-thinking approaches to a variety of issues.

WHAT IS DESIGN STRATEGY?

Design Strategy is a successful approach to problem solving with a focus on quality of life and sustainable futures. It begins with asking 'better' questions as a way to understand the root of the problem and why it is an issue. It is an empathetic, human-centered perspective that uses Design Thinking and draws from historical precedence and current research from a variety of fields to help solve complex and persistent problems.

WHAT WILL STUDENTS GAIN?

Students acquire concrete methodologies which enable them to apply what they have learned in their degree studies in a way that goes beyond the theoretical emphasis of most degree programs. Rather than adding additional expertise and knowledge in a particular field, this certificate gives students ways to apply what they have learned in their majors to real world problems; in the process, they become confident and creative forward thinkers, who are able to work in interdisciplinary teams.