

# 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.

## HOW TO GET IN

All undergraduate students in good academic standing are eligible to apply for the Certificate in Design Strategy. Connect with an Academic Advisor for application information and the October and February deadlines.

## REQUIREMENTS

Code	Title	Credits
<b>Foundational Course</b>		<b>3</b>
DS 341	Design Thinking for Transformation	
<b>Selective Topics (choose one course from each of the three sections)</b>		<b>9</b>
<i>1: Consumer Behavior and Product Development</i>		
CNSR SCI/ RELIG ST 173	Consuming Happiness	
CNSR SCI 201	Consumer Insights	
CNSR SCI 255	Consumer Financial Services Innovation	
CNSR SCI 301	Consumer Analytics	
CNSR SCI 657	Consumer Behavior	
DS 527	Global Artisans	
<i>2: Communities and Social Change</i>		
CSCS 125	Community and Social Change	

CSCS 300	Nonprofit Sector: Overview and Foundations
CSCS 335	Communicating with Key Audiences
CSCS 460	Civil Society and Community Leadership
CSCS 570	Community Based Research and Evaluation
HDFS 469	Family and Community Influences on the Young Child
<i>3: Humans and the Environment</i>	
DS 130	Introduction to Interior Architecture
DS 221	Person and Environment Interactions
DS/ANTHRO/ ART HIST/ HISTORY/ LAND ARC 264	Dimensions of Material Culture
DS/ LAND ARC 639	Culture and Built Environment
HDFS 425	Research Methods in Human Development and Family Studies
HDFS/ CNSR SCI 465	Families & Poverty
HDFS 474	Racial Ethnic Families in the U.S.
HDFS 516	Stress and Resilience in Families Across the Lifespan
<b>Elective Topics</b>	
<b>3</b>	
<i>Methods and Theories</i>	
ANTHRO 104	Cultural Anthropology and Human Diversity
ANTHRO 300	Cultural Anthropology: Theory and Ethnography
ANTHRO 415	The Anthropological Study of Children & Youth
COM ARTS 260	Communication and Human Behavior
COM ARTS 325	Media and Human Behavior
L I S 202	Informational Divides and Differences in a Multicultural Society
<i>Applications</i>	
ART 448	Special Topics
DS 270	Design and Fashion Event Practicum
DS/COMP SCI/ I SY E 518	Wearable Technology
DS/ COMP SCI 579	Virtual Reality
INTL ST 523	International Internship
LAND ARC 210	Introduction to Landscape Architecture Design
LAND ARC 563	Designing Sustainable and Resilient Regions
M E 351	Interdisciplinary Experiential Design Projects I
THEATRE 234	Collaborative Problem Solving

*Communication and Analysis*

ART 346	Basic Graphic Design	
BSE 270	Introduction to Computer Aided Design	
COM ARTS 155	Introduction to Digital Media Production	
COM ARTS 200	Introduction to Digital Communication	
DS 120	Design: Fundamentals I	
L I S 351	Introduction to Digital Information	
<b>Capstone</b>		<b>3</b>
CNSR SCI 555	Consumer Design Strategies & Evaluation	
DS 361	Design-Related International Experience	
DS 570	Design and Fashion Event Management	
DS 641	Advanced Design Thinking for Transformation	
HDFS 592	Research Experience in Human Development and Family Studies	
<b>Total Credits</b>		<b>18</b>

Students must earn a minimum 2.000 GPA on required certificate coursework. Completed courses listed within the certificate curriculum, whether or not they meet a specific requirement, are included in the calculation of the GPA.

## CERTIFICATE COMPLETION REQUIREMENT

This undergraduate certificate must be completed concurrently with the student's undergraduate degree. Students cannot delay degree completion to complete the certificate.

### LEARNING OUTCOMES

1. Develop and understand empathy mindsets through the practice of observation, interviewing skills, and other related techniques.
2. Recognize that theories, knowledge, and concepts intrinsic to the practice of design are relevant to informing new approaches to addressing topics that are difficult to formulate using traditional theories.
3. Incorporate methods that rely on team work, communication, and collaborative activity.
4. Examine a wide range of problems confronting society by looking at them in context, in order to uncover their roots, visualize their interconnections, and identify their interdependencies.
5. Become collaborative, divergent thinkers, able to generate and visually communicate multiple ideas.

### 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 SoHE alumni.

## ACADEMIC ADVISING

Each SoHE student is assigned to an academic advisor in the Advising & Career Center. SoHE academic advisors support academic and personal success by partnering with current and prospective SoHE 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 a SoHE academic advisor, visit Advising in SoHE ([https://go.wisc.edu/acc\\_office/](https://go.wisc.edu/acc_office/)).

## CAREER DEVELOPMENT

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. SoHE 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 SoHE career advisor, visit Career Development (<https://go.wisc.edu/sohecareerdevelopment/>).

### PEOPLE

*For more information, visit the School of Human Ecology* faculty and staff directory ([https://humanecology.wisc.edu/staff/uw\\_staff\\_type/faculty-staff/](https://humanecology.wisc.edu/staff/uw_staff_type/faculty-staff/)).

### 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. The deadline to apply for scholarships is typically late in the fall semester. To be eligible for these awards, scholarship recipients must be registered as full-time SoHE students.

Students who experience emergency financial situations may inquire about the availability of short-term loans through the SoHE Advising & Career Center. 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).