



OFFICE OF THE FACULTY COUNCIL

THE UNIVERSITY OF TEXAS AT AUSTIN

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March 21, 2018

Provost Maurie McInnis  
The University of Texas at Austin  
MAI 201  
Campus Mail Code: G1000

Dear Provost McInnis,

Enclosed for your consideration and action is a proposal to create a Design Strategies Certificate in the School of Undergraduate Studies Chapter of the *Undergraduate Catalog, 2018-2020* (D 16078-16086). The proposal is classified as being of *general* interest to more than one college or school and was approved by the Faculty Council on a no-protest basis on March 20, 2018. The authority to grant final approval of this legislation resides with your office on behalf of the President.

Please let me know if you have questions or if I can provide other information concerning this item.

Sincerely,

A handwritten signature in black ink that reads "Alan W. Friedman".

Alan W. Friedman, Secretary

General Faculty and Faculty Council

The University of Texas at Austin

Arthur J. Thaman and Wilhelmina Doré Thaman Professor of English and  
Comparative Literature

AWF:dlr Enclosure

ec: Lydia A. Cornell, Administrative Program Coordinator, Provost's Office  
Michelle K. George, Administrative Manager for Faculty Affairs, Provost's Office  
Larry Abraham, Associate Dean, School of Undergraduate Studies  
Jennifer K. Morgan, Program Manager, School of Undergraduate Studies

## DOCUMENTS OF THE GENERAL FACULTY

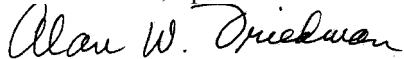
**PROPOSAL TO CREATE A DESIGN STRATEGIES CERTIFICATE IN THE SCHOOL OF UNDERGRADUATE STUDIES CHAPTER IN THE *UNDERGRADUATE CATALOG 2018-2020***

Dean Brent Iverson, in the School of Undergraduate Studies has filed with the Secretary of the Faculty Council the following proposal to create a Design Strategies certificate in the Bridging Disciplines Program (BDP) in the School of Undergraduate Studies chapter in the *Undergraduate Catalog, 2018-2020*. The BDP Steering Committee approved the proposal on May 10, 2017. On August 30, 2017 it was approved by the Undergraduate Studies Advisory Committee and by Dean Brent Iverson. The Secretary has classified this proposal as legislation of general interest to more than one college or school.

The Committee on Undergraduate Degree Program Review recommended approval of the proposal on February 2, 2018, and forwarded it to the Office of the General Faculty. The Faculty Council has the authority to approve this legislation on behalf of the General Faculty. The authority to grant final approval on this legislation resides with the Provost on behalf of the President.

If no objection is filed with the Office of the General Faculty by the date specified below, the legislation will be held to have been approved by the Faculty Council. If an objection is filed within the prescribed period, the legislation will be presented to the Faculty Council at its next meeting. The objection, with reasons, must be signed by a member of the Faculty Council.

To be counted, a protest must be received in the Office of the General Faculty by March 20, 2018.



Alan W. Friedman, Secretary of the General Faculty and Faculty Council  
The University of Texas at Austin

Arthur J. Thaman and Wilhelmina Doré Thaman Professor of English and Comparative Literature



- d. Do you anticipate a net increase (or decrease) in the number of students from your college taking courses in other colleges? Yes  No

If yes, please indicate the number of students and/or class seats involved.

**If 3 a, b, c, or d was answered with yes, please answer the following questions. If the proposal has potential budgetary impacts for another college/school, such as requiring new sections or a non-negligible increase in the number of seats offered, at least one contact must be at the college-level.**

How many students do you expect to be impacted? We expect twenty to thirty students to enroll per year in this certificate program.

Impacted schools must be contacted and their response(s) included:

School of Architecture:

Person communicated with: Juan Miro

Date of communication: September 18, 2017

Response: Dean Miro responded that the School of Architecture is pleased to have their courses listed as part of this certificate.

McCombs School of Business:

Person communicated with: David Platt

Date of communication: August 17, 2017

Response: "I have no problem with this and am happy to approve."

Moody College of Communication:

Person communicated with: Mark Bernstein

Date of communication: September 8, 2017

Response: Dean Bernstein offered corrections and feedback on some of the Communication courses listed, and his feedback has been reflected in this proposal.

Cockrell School of Engineering:

Person communicated with: Jerry Speitel

Date of communication: August 16, 2017

Response: "I have communicated with the ME department chair. Given the small numbers and the likelihood that a small fraction of the students would take the ME course, we are okay with this proposal."

College of Fine Arts:

Person communicated with: Holly Williams

Date of communication: April 6, 2017

Response: Dean Williams is a member of the faculty committee that developed this program, and she has approved of the proposal and assured us of the College of Fine Arts' commitment to offering and providing seats for BDP students in the courses listed.

School of Information:

Person communicated with: Phillip Doty and Randolph Bias

Date of communication: August 25, 2017

Response: Dean Bias and Dean Doty approved of the proposal and the School of Information courses included.

College of Liberal Arts:

Person communicated with: Richard Flores

Date of communication: September 27, 2017

Response: Dean Flores indicated that Liberal Arts is okay with the COLA courses listed for the certificate.

School of Natural Sciences:

Person communicated with: David Vanden Bout

Date of communication: August 21, 2017

Response: Dean Vanden Bout said there would be no problem listing the TXA courses on the list of possible strand courses. He expressed concern about capacity for additional students in the Elements of Computing courses, which were previously listed as options in this certificate but have since been removed in response to these concerns.

4. **OFFICIAL CERTIFICATE NAME:** Undergraduate Certificate: Design Strategies Bridging Disciplines Program
5. **PROPOSED IMPLEMENTATION DATE:** Fall 2018
6. **CIP CODE** (administrative unit awarding the certificate): 50.0499
7. **STATEMENT OF OBJECTIVE:**

Creativity and problem-solving have become necessary skills in today's world. Businesses, non-profits, and entrepreneurs have embraced human-centered design to solve product, systems, service, and social problems. The Design Strategies BDP provides a multidisciplinary framework for undergraduate students to master design thinking skills outside of traditional departmental programming to better prepare them to tackle real-world wicked problems. The curriculum engages students in a design process that includes research and insights; creative problem solving; prototyping and testing; and implementation and presentation—all while learning to apply a critical lens to the social context within which design takes place.

Through multidisciplinary foundational courses, students in the Design Strategies BDP develop a design thinking toolbox and learn about the social context of design. In strand courses, students enhance their understanding of various disciplinary approaches to human-centered design. The BDP culminates in a capstone project in which teams of students from different majors work together to apply what they've learned and present their work.

The Design Strategies faculty panel, which will oversee this certificate, will work with students to tailor their course work to fit their interests. This certificate will combine courses that fulfill core requirements, electives, and a limited number of courses counting toward students' majors with a unique capstone experience and the opportunity to pursue relevant internships or research experiences. With planning, the BDP should not add time to students' UT careers. Rather, the BDP certificates are designed to help students choose the courses they already have to take in an integrated way, giving them the opportunity to develop a secondary area of specialization.

Our goal is to have the Design Strategies BDP approved for recognition on students' official transcripts for students who graduate beginning in fall 2018. The Design Strategies BDP certificate has been approved by the BDP Steering Committee, the Undergraduate Studies Advisory Committee, and the Dean of Undergraduate Studies. This change affects the School of Undergraduate Studies/Minor and Certificate Programs/Bridging Disciplines Programs section of the 2016-18 Undergraduate Catalog.

Although the Design Strategies BDP will rely on courses from a variety of departments, this certificate will not have a significant effect on other colleges/schools or departments. BDP students have the opportunity each semester to request seats in courses that they plan to count toward their BDP certificate, and the BDP office in turn contacts department chairs to request seats in these courses. Typically, we only request a few seats (if any) in any given course for a semester, and the BDP office never guarantees that any student will have access to any specific course. Before we list any course as part of the BDP certificates, we contact the faculty teaching those courses to ensure that the course is appropriate to include.

For most parts of the Design Strategies curriculum, students will be able to choose from among a variety of courses to satisfy any given requirement, and as a result, no one course is overloaded with demand. The only exceptions are the ITD 101, ITD 301D, and ITD 375 courses, all of which are offered through the Center for Integrated Design in the College of Fine Arts. The first two of these courses have already been

developed, and ITD 375 is in the process of being developed. All of these courses are being offered through the Center for Integrated Design, which is collaborating with the Bridging Disciplines Programs to develop this certificate. The College of Fine Arts and the Center for Integrated Design both are supportive of and involved in the development of this certificate, and are committed to offering sufficient capacity in these courses to satisfy the demand from students pursuing this BDP certificate.

**8. NUMBER OF STUDENTS EXPECTED TO RECEIVE THE CERTIFICATE EACH SEMESTER:**

Once the certificate is fully implemented, we expect approximately ten to fifteen students/semester to receive the certificate.

**9. NUMBER OF HOURS REQUIRED FOR COMPLETION (Note: If the number of required hours is 21 to 24, THECB form is required):** Nineteen credit hours are required for completion of the certificate.

**10. LIST FACULTY ON THE CERTIFICATE PROGRAM FACULTY COMMITTEE.**

Name of Faculty Member	College/Department	Title at UT Austin	Highest Degree and Awarding Institution
Doreen Lorenzo (chair)	College of Fine Arts/Center for Integrated Design	Assistant Dean, School of Design and Creative Technologies, Executive Director, Center for Integrated Design, and Clinical Professor	M.S., Boston University
Tamie Glass*	School of Architecture	Associate Professor	M.I.Arch., University of Oregon
Carma Gorman*	College of Fine Arts/ Art and Art History	Associate Professor and Assistant Chair, Design	Ph.D., University of California, Berkeley
Jacek Gwizdka*	School of Information	Assistant Professor	Ph.D., University of Toronto
Michele Habeck*	College of Fine Arts/Theatre and Dance	Associate Professor	M.F.A., Northwestern University
Beto Lopez	Dell Medical School/Design Institute for Health	Managing Director, Design Institute for Health, and Clinical Associate Professor	M.S., University of Texas at Austin
Luis Martins*	McCombs School of Business/ Management	Associate Professor, Department Chair, Director of Herb Kelleher Center	Ph.D., New York University
Jeffrey Meikle*	College of Liberal Arts/American Studies	Professor	Ph.D., University of Texas at Austin
Eric Nordquist	School of Information	Lecturer	M.A., New Mexico State University
Ryan Romero	Moody College of Communication/ Advertising and Public Relations	Lecturer	M.A., University of Texas at Austin
Chris Rylander*	Cockrell School of Engineering/ Mechanical and Biomedical Engineering	Associate Professor	Ph.D., University of Texas at Austin

Carolyn Seepersad*	Cockrell School of Engineering/ Mechanical Engineering	Associate Professor	Ph.D., Georgia Tech University
Holly Williams*	College of Fine Arts/Theatre and Dance	Associate Dean, Professor	M.F.A. Texas Woman's University

**11. ACADEMIC COURSE REQUIREMENTS:** Use this table to identify the courses that qualify for this certificate program.

Course Abbreviation and Number	Course Title	SCH
ITD 101	Introduction to Integrated Design	1
ITD 301D	Introduction to Design Thinking	3
Various	3 credit hours Skills Foundation Courses through the Center for Integrated Design (see number 12 below for details). Options may include:  ITD 102: Sketching for Thinking and Communication ITD 103: Portfolio Critique* ITD 104: Design in Business ITD 105: Introduction to Computer Science Principles ITD 106: Presentation and Improvisational Skills in Design ITD 110: Topics in Integrated Design (any topic) ITD 170: Topics in Off-Site Field Studios (any topic)	3
ITD 375	Capstone in Integrated Design*	3
Various	0-3 credit hours connecting research or internship experience (see number 12 below for details). Options may include:  BDP 320K: Connecting Research Experience BDP 320L: Connecting Research Experience BDP 325K: Connecting Internship Experience	0-3
Various	6-9 credit hours additional courses in a strand (see number 12 below for details). Options may include:  <b><u>Moody College of Communication</u></b> ADV 319: Psychology of Advertising ADV 339K: Digital Graphic Communication ADV 378: Brand Storytelling CMS 314L: Language, Communication, and Culture CMS 320: Advanced Presentation Skills  <b><u>College of Fine Arts</u></b> AET 304: Foundations of Art & Entertainment Technology AET 317: Foundations of Interactive Software DES 309: Introduction to Design DES 320: Design Theories & Methods DES 321: Images in Communication DES 325: Typography I DES 336: History of Design DES 346: Project Studio ITD 310: Topics in Integrated Design (any topic)	6-9

	<p>ITD 312: Introduction to Design for Health*</p> <p>ITD 350: Advanced Topics in Integrated Design (any topic)</p> <p>ITD 350D: Business of Design*</p> <p>ITD 365: Applied Ethnographic Research in Design</p> <p>ITD 370: Topics in Off-Site Field Studios (any topic)</p> <p>T D 354T: The C Lab</p> <p><b><u>College of Liberal Arts</u></b></p> <p>AFR 322D: Race and the Digital</p> <p>ANT 305: Expressive Culture</p> <p>ANT 340C: Ethnographic Research Methods</p> <p>PSY 305: Introduction to Cognitive Psychology</p> <p>PSY 319: Social Psychology</p> <p>PSY 340M: Industrial Psychology</p> <p>SOC 321R: Sociology of Race and Work</p> <p><b><u>College of Natural Sciences</u></b></p> <p>TXA 205/105L: Topics in Textiles and Apparel + Textiles Laboratory</p> <p>TXA 327: Clothing and Human Behavior</p> <p><b><u>School of Architecture</u></b></p> <p>ARC 308: Architecture and Society</p> <p>ARC 327F: The American Dream: Status Quo and Alternatives</p> <p>ARC 327R, topic 5: Managing the Design Project</p> <p>ARC 350R: Race and Gender: By Design</p> <p>ARC 327 or ARC 350R: Topics in Design Theory (some topics)</p> <p>ARC 328 or ARC 351R: Topics in Visual Communication (some topics)</p> <p>ARI 318K: Interiors and Society</p> <p>ARI 338: Designing for Human Behavior</p> <p><b><u>McCombs School of Business</u></b></p> <p>MAN 327: Innovation and Entrepreneurship</p> <p><b><u>Cockrell School of Engineering</u></b></p> <p>M E 359: Materials Selection</p> <p><b><u>School of Information</u></b></p> <p>INF 304D: Intro to Information Studies (some topics)</p> <p>INF 315C: User Experience Design</p> <p>INF 315C: User Research</p> <p>INF 315C: Topics in Human-Computer Interaction (all topics)</p> <p>INF 315E: Gender and Digital Culture</p> <p>INF 350C: Advanced Topics in Human-Computer Interaction (all topics)</p> <p>INF 350E: Topics in Information Studies (some topics)</p>	
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## 12. OTHER CERTIFICATE REQUIREMENTS:

All students are required to complete the following requirements:

1. At least nineteen credit hours of course work, to be distributed as follows:
  - a. *Foundation Courses*: Seven credit hours of foundation courses that introduce key methodologies and concepts related to Design Strategies. Students take courses in each of the following categories:
    - i. Forum Seminar (one credit): ITD 101: Introduction to Integrated Design; or another course approved by the Design Strategies faculty committee.



- ii. Design Thinking Foundation Course (three credits): ITD 301D: Introduction to Design Thinking; or another course approved by the Design Strategies faculty committee.
    - iii. Skills Foundation Courses (three credits): Three one-credit skills courses, chosen from a list of courses offered through the Center for Integrated Design. Course offerings include ITD 102: Sketching for Thinking and Communication; ITD 103: Portfolio Critique; ITD 104: Design in Business; ITD 105: Into to Computer Science Principles; ITD 106: Presentation and Improvisational Skills in Design; ITD 110: Topics in Integrated Design; ITD 170: Topics in Off-Site Field Studios; or others approved by the Design Strategies faculty committee.
  - b. *Connecting Experiences*: Three-to-six credit hours of coursework in undergraduate research and/or internships that connect students' Design Strategies BDP to their major field and give them the opportunity to engage in hands-on application of what they have learned.
    - i. All students must take ITD 375: Capstone in Integrated Design.
    - ii. Students have the option to complete an additional connecting research or internship experience. These Connecting Experiences are designed to be individualized based on the student's interests and goals, and a variety of course numbers offered through the BDPs (BDP 320K, 320L, and 321K) and in departments across the University may be used.
    - iii. All students must write a three to five page essay reflecting on each Connecting Experience, in addition to the academic requirements specified by the faculty member supervising the student and assigning a grade.
  - c. *Courses in a Strand*: Six-to-nine credit hours of approved courses in a strand that allow students to focus their remaining BDP course work. Students will work with their BDP advisor and the faculty panel to design an interdisciplinary strand that allows them to pursue their interests, and at the same time exposes them to multiple areas of concern related to Design Strategies. The faculty committee for the Design Strategies BDP approves new courses that may count toward the certificate each semester, and the committee may also approve student petitions to count unlisted courses on a case-by-case basis.
2. A three to four page integration essay in which students reflect on what they have learned and accomplished through their BDP experience. These essays will be reviewed by members of the BDP faculty panel.
  3. Students must earn a grade of at least C- in each of the courses taken to fulfill BDP requirements and the cumulative grade point average in all courses counting toward a student's BDP certificate must be at least 2.0. All but one of the courses taken to fulfill BDP requirements must be taken on the letter-grade basis, unless an exception is approved on a petition basis by the Design Strategies faculty committee.
  4. At least half of the required course work in the BDP certificate must be completed in residence at The University of Texas at Austin.
  5. Completion of the requirements of a major.

### 13. GIVE A DETAILED RATIONALE FOR CHANGE(S):

The Design Strategies certificate is a new addition to the Bridging Disciplines Programs, and it will begin accepting applications from students in spring 2018. Each of the other BDP certificates has already received approval to be recognized on student transcripts, and we would like to have the Design Strategies certificate also recognized.

The Design Strategies certificate was developed in response to student interest in learning more about this topic at the undergraduate level, faculty interest in offering such a program, and the resources of the Center for Integrated Design to be able to develop new interdisciplinary courses in this area. There is currently no academic program at UT Austin focusing on integrated design (which is distinct from the curriculum offerings in the Design BFA and BA programs in the Department of Art and Art History) at the undergraduate level, and we believe there is a need for a program that teaches students about how to use human-centered design strategies to solve a variety of problems.

**14. COLLEGE/SCHOOL APPROVAL PROCESS:**

Department approval date: May 10, 2017      BDP Steering Committee  
College approval date:      August 30, 2017      Undergraduate Studies Advisory Committee  
Dean approval date:      August 30, 2017      Brent Iverson, Dean, School of Undergraduate Studies