

Design Strategies Bridging Disciplines Program

REQUEST TO ADD OR CHANGE AN UNDERGRADUATE ACADEMIC CERTIFICATE PROGRAM AND/OR REQUEST FOR RECOGNITION ON THE UNIVERSITY TRANSCRIPTS¹

- Type of Proposal:** New Certificate Program
 Change an Existing Certificate Program
 Delete a Program

Note: If the certificate program proposed for addition or change includes a requirement of 21 to 24 semester credit hours, an additional form is required for THECB approval/notification.²

Proposed classification:³ Exclusive General Major

1. IF THE ANSWER TO ANY OF THE FOLLOWING QUESTIONS IS YES, THE COLLEGE MUST CONSULT LINDA DICKENS, DIRECTOR OF ACCREDITATION AND ASSESSMENT, TO DETERMINE IF SACSCOC APPROVAL IS REQUIRED.

- Is this a new transcript-recognized certificate program? Yes No
- Is this a request to delete an existing transcript-recognized certificate program? Yes No
- Does the certificate offer courses that will be taught off campus? Yes No
- Will courses in this program be delivered electronically? Yes No
- Will courses be developed specifically for the new certificate? Yes No

2. THIS PROPOSAL INVOLVES: (Please check all that apply)

- | | | |
|--|---|---|
| <input checked="" type="checkbox"/> Courses in other colleges | <input type="checkbox"/> Courses in proposer's college that are frequently taken by students in other colleges | <input type="checkbox"/> Flags |
| <input type="checkbox"/> Course in the core curriculum | <input type="checkbox"/> Change in course sequencing for an existing program | <input type="checkbox"/> Courses that have to be added to the inventory |
| <input type="checkbox"/> Change in admission requirements (external or internal) | <input checked="" type="checkbox"/> Requirements not explicit in the catalog language (e.g., lists of acceptable courses maintained by department office) | |

3. SCOPE OF PROPOSED CHANGE:

- a. Does this proposal impact other colleges/schools? Yes No
If yes, then how?

Students pursuing this certificate will most likely take courses offered in other colleges and schools outside of their home college (including the College of Fine Arts, the Moody College of Communication, the School of Architecture, the McCombs School of Business, the College of Liberal Arts, the School of Information, the College of Natural Sciences, and the Cockrell School of Engineering). We do not guarantee students access to any particular courses, though we do help facilitate requests for seats, and we have requested permission from the relevant faculty/departments to list these courses in the curriculum.

- b. Do you anticipate a net change in the number of students in your college? Yes No
If yes, how many more (or fewer) students do you expect?
- c. Do you anticipate a net increase (or decrease) in the number of students from outside of your college taking classes in your college? Yes No
If yes, please indicate the number of students and/or class seats involved.

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We expect 20-30 students/year to enroll in this certificate program. This will increase the number of students taking BDP 320K, BDP 320L, and BDP 325K individual instruction courses.

- 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 20-30 students to enroll/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.

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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:**⁴ Fall 2018
6. **CIP CODE** (administrative unit awarding the certificate):⁵ 50.0499
7. **STATEMENT OF OBJECTIVE:**⁶

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

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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 10-15 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):⁷

19 credit hours are required for completion of the certificate.

10. LIST FACULTY ON THE CERTIFICATE PROGRAM FACULTY COMMITTEE.⁸

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

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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:⁹ Use this table to identify the courses that qualify for this certificate program.

Course Abbreviation and Number	Course Title	SCH ¹⁰
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: College of Communication 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 College of Fine Arts	6-9

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	<p>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) ITD 312: Introduction to Design for Health* ITD 350: Advanced Topics in Integrated Design (any topic) ITD 350D: Business of Design* ITD 365: Applied Ethnographic Research in Design ITD 370: Topics in Off-Site Field Studios (any topic) T D 354T: The C Lab</p> <p><u>College of Liberal Arts</u> AFR 322D: Race and the Digital ANT 305: Expressive Culture ANT 340C: Ethnographic Research Methods PSY 305: Introduction to Cognitive Psychology PSY 319: Social Psychology PSY 340M: Industrial Psychology SOC 321R: Sociology of Race and Work</p> <p><u>College of Natural Sciences</u> TXA 205/105L: Topics in Textiles and Apparel + Textiles Laboratory TXA 327: Clothing and Human Behavior</p> <p><u>School of Architecture</u> ARC 308: Architecture and Society ARC 327F: The American Dream: Status Quo and Alternatives ARC 327R, topic 5: Managing the Design Project ARC 350R: Race and Gender: By Design ARC 327 or ARC 350R: Topics in Design Theory (some topics) ARC 328 or ARC 351R: Topics in Visual Communication (some topics) ARI 318K: Interiors and Society ARI 338: Designing for Human Behavior</p> <p><u>School of Business</u> MAN 327: Innovation and Entrepreneurship</p> <p><u>School of Engineering</u> M E 359: Materials Selection</p> <p><u>School of Information</u> INF 304D: Intro to Information Studies (some topics) INF 315C: User Experience Design INF 315C: User Research INF 315C: Topics in Human-Computer Interaction (all topics) INF 315E: Gender and Digital Culture INF 350C: Advanced Topics in Human-Computer Interaction (all topics) 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 3-5 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 3-4 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.

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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: 5/10/17 Approved by whom: BDP Steering Committee

College approval date: 8/30/17 Approved by whom: Undergraduate Studies Advisory Committee

Dean approval date: 8/30/17 Approved by whom: Brent Iverson, Dean, UGS

Please include a draft of the catalog copy immediately following the above form. If this is an update of an existing copy, the draft should be based on the text of the current catalog available at:

<http://catalog.utexas.edu/undergraduate/>. **Strike through and replace (with underlines) only the specific language to be changed. Do NOT use track changes, and do not include hyperlinks in the catalog copy.** Submit form electronically to the Office of the General Faculty and Faculty Council at fc@austin.utexas.edu. For questions on completing this section, please contact Victoria Cervantes, fc@austin.utexas.edu, 471-5934 or Brenda Schumann, brenda.schumann@austin.utexas.edu, 475-7654.

¹ Minimum Criteria for Certificate Recognition on the Transcript:

- a) The transcript-recognized undergraduate academic certificate program must be completed in conjunction with or within one year of completion of an undergraduate degree at The University of Texas at Austin; students pursuing an integrated undergraduate/graduate program must complete the requirements for the certificate within one year after completing the undergraduate requirements of their program. A maximum of nine credit hours in the certificate program may be taken after completion of the undergraduate degree.
- b) Transcript-recognized undergraduate academic certificate programs must require a minimum of eighteen hours of certificate course work, but not more than twenty-four hours.
- c) At least half of the required coursework in the certificate program must be completed in residence at The University of Texas at Austin.
- d) A student may **not** earn a certificate in the same field of study as his or her major, and at least one course required in the certificate program must be outside the requirements of the major. However, courses in the certificate program outside the major may fulfill other degree requirements such as general education requirements or required elective hours.
- e) Students apply for transcript recognized undergraduate academic certificates at the time they complete their undergraduate degree or the certificate program, whichever comes later. Transcript recognition is awarded at that time.

² To add a certificate program that requires 21 to 24 SCH's OR to increase the number of hours of an existing certificate program from 20 or less to 21 to 24 SCH's, complete the [THECB Certificate Program Certification Form](#) and submit it to the provost's office, lydia.cornell@austin.utexas.edu. To change the number of required hours for certificates currently requiring 21 to 24 SCH's, complete the [THECB Request to Change Semester Credit Hours Form](#) and submit it to the provost's office,

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lydia.cornell@austin.utexas.edu. Certificate programs that require 20 or fewer SCH's do not require THECB forms.

³ **EXCLUSIVE:** of *exclusive* application and of primary interest only to a single college or school ("no protest" period is *seven calendar days*); **GENERAL:** of *general* interest to more than one college or school (but not for submission to the General Faculty) ("no protest" period is *fourteen calendar days*); *major* legislation must be submitted to the General Faculty for adoption ("no protest" period is *fourteen calendar days*).

⁴ Transcript-recognized minors will not appear on the University transcripts until next catalog.

⁵ Use the federal CIP code selector site to pick a code, <http://nces.ed.gov/ipeds/cipcode>. After all other areas of this form are completed, forward a copy to the Office of Institutional Reporting, Research, and Information Systems (IRRIS) IRRIS_data_request@utlists.utexas.edu with a request to verify the CIP code ("CIP CODE" in the subject line). Include your contact information, so an IRRIS member may contact you with any questions.

⁶ Include heading in *Undergraduate Catalog* where changes will be made.

⁷ See footnote 1b above: 18 to 24 hours are required. See footnote 2 above for THECB requirements if over 20 hours.

⁸ For inclusion on transcripts, the faculty committee must have a minimum of five members and at least 2/3 of the committee must be tenured or tenure-track.

Note with an asterisk those faculty members who are tenured or tenure-track. Please also note the program chair who will be responsible for authorizing the students' certificates. Specify changes to the committee membership by noting those no longer on the committee and those added to the committee. (*Add and delete rows as needed.*)

⁹ Note with an asterisk (*) courses that would be added if the certificate program is approved. Specify changes to the qualifying courses by noting those no longer qualifying and those now qualifying. (*Add and delete rows as needed.*) If the course numbers and titles change on a regular basis, please indicate the types of courses and number of hours for required for each. Note with a hashtag (#) courses that require a prerequisite and provide the prerequisite course numbers.

¹⁰ Semester Credit Hours.