

# DESIGN + INNOVATION, MS

## REQUIREMENTS

### MINIMUM GRADUATE SCHOOL REQUIREMENTS

Review the Graduate School minimum degree requirements (<https://guide.wisc.edu/graduate/#requirements>) and policies (<https://guide.wisc.edu/graduate/#policies>), in addition to the program requirements listed below.

### MAJOR REQUIREMENTS

#### MODE OF INSTRUCTION

Face to Face	Evening/ Weekend	Online	Hybrid	Accelerated
Yes	No	No	No	Yes

#### Mode of Instruction Definitions

**Accelerated:** Accelerated programs are offered at a fast pace that condenses the time to completion. Students typically take enough credits aimed at completing the program in a year or two.

**Evening/Weekend:** Courses meet on the UW–Madison campus only in evenings and/or on weekends to accommodate typical business schedules. Students have the advantages of face-to-face courses with the flexibility to keep work and other life commitments.

**Face-to-Face:** Courses typically meet during weekdays on the UW–Madison Campus.

**Hybrid:** These programs combine face-to-face and online learning formats. Contact the program for more specific information.

**Online:** These programs are offered 100% online. Some programs may require an on-campus orientation or residency experience, but the courses will be facilitated in an online format.

### CURRICULAR REQUIREMENTS

#### Requirement Detail

Minimum Credit Requirement	30 credits
Minimum Residence Credit Requirement	16 credits
Minimum Graduate Coursework Requirement	15 credits must be graduate-level coursework. Refer to the Graduate School: Minimum Graduate Coursework (50%) Requirement policy: <a href="https://policy.wisc.edu/library/UW-1244">https://policy.wisc.edu/library/UW-1244</a> ( <a href="https://policy.wisc.edu/library/UW-1244/">https://policy.wisc.edu/library/UW-1244/</a> ).
Overall Graduate GPA Requirement	3.00 GPA required. Refer to the Graduate School: Grade Point Average (GPA) Requirement policy: <a href="https://policy.wisc.edu/library/UW-1203">https://policy.wisc.edu/library/UW-1203</a> ( <a href="https://policy.wisc.edu/library/UW-1203/">https://policy.wisc.edu/library/UW-1203/</a> ).

**Other Grade Requirements** Students must earn a C or above in all coursework.

Students may not have any more than two incompletes on their record at any one time.

**Assessments and Examinations** None.

**Language Requirements** No language requirements.

### REQUIRED COURSES

Code	Title	Credits
<b>Core Courses</b>		
All students complete the following courses:		
DS 641	Advanced Design Thinking for Transformation	3
INTEREGR 477	Tools for Prototyping and Manufacturing	3
INTER-HE 940	Collaborative Capstone I	3
INTEREGR 941	Collaborative Capstone II	3
One of the following:		3
L I S 707	Data Visualization and Communication for Decision Making	
DS 620	Visual Thinking for Problem Solving	
One of the following:		3
OTM 701	Product Management	
OTM 760	Managing by Design	
MARKETNG 737	New Product Innovation	
M H R 715	Strategic Management of Innovation	
M H R 734	Venture Creation	
<b>Specializations <sup>1</sup></b>		
Complete one specialization from the areas listed:		12
<i>Product Design</i>		
DS 527	Global Artisans	
DS/ COMP SCI 579	Virtual Reality	
CNSR SCI 657	Consumer Behavior	
L I S/ COMP SCI 611	User Experience Design I	
I SY E/ PSYCH 349	Introduction to Human Factors	
I SY E/ PSYCH 549	Human Factors Engineering	
I SY E 552	Human Factors Engineering Design and Evaluation	
M E/E C E 439	Introduction to Robotics	
M E 449	Redesign and Prototype Fabrication	
M E 549	Product Design	
MARKETNG 737	New Product Innovation <sup>2</sup>	
M H R 734	Venture Creation <sup>2</sup>	
M H R 741	Technology Entrepreneurship	
OTM 701	Product Management <sup>2</sup>	
ART 346	Basic Graphic Design	
ART 409	Digital Fabrication Studio	

ART 428	Digital Imaging Studio
ART 429	3D Digital Studio I
ART 564	Graphic Design for Accessibility
<i>UI/UX Design</i>	
DS/ COMP SCI 579	Virtual Reality
L I S/ COMP SCI 611	User Experience Design 1
L I S/ COMP SCI 612	User Experience Design 2
L I S/ COMP SCI 613	User Experience Design 3
L I S 646	Introduction to Info Architecture and Interaction Design for the Web
L I S 661	Information Ethics and Policy
I SY E/ PSYCH 349	Introduction to Human Factors
I SY E/ PSYCH 549	Human Factors Engineering
M H R 734	Venture Creation <sup>2</sup>
M H R 741	Technology Entrepreneurship
ART 346	Basic Graphic Design
ART 428	Digital Imaging Studio
ART 438	History of Graphic Design and Typography
ART 529	3D Digital Studio II
ART 564	Graphic Design for Accessibility
<i>Communication Design</i>	
ART 318	Introduction to Video, Performance & Installation Art
ART 346	Basic Graphic Design
ART 409	Digital Fabrication Studio
ART 428	Digital Imaging Studio
ART 429	3D Digital Studio I
ART 438	History of Graphic Design and Typography
ART 529	3D Digital Studio II
DS/ COMP SCI 579	Virtual Reality
DS/ LAND ARC 639	Culture and Built Environment
DS 620	Visual Thinking for Problem Solving <sup>2</sup>
L I S 707	Data Visualization and Communication for Decision Making <sup>2</sup>
<i>Design Strategy</i>	
CSCS 335	Communicating with Key Audiences
CSCS 455	Entrepreneurialism and Society
CNSR SCI 555	Consumer Design Strategies & Evaluation
CNSR SCI 561	Consumer Engagement Strategies
CNSR SCI 562	The Global Consumer
CNSR SCI 567	Product Development Strategies in Retailing

CNSR SCI 657	Consumer Behavior
HDFS 872	Bridging the Gap Between Research and Action
DS 527	Global Artisans
DS/ LAND ARC 639	Culture and Built Environment
INTER-HE 815	Professional Skills for Community Leaders and Practitioners
I SY E/ PSYCH 349	Introduction to Human Factors
M E 549	Product Design
M H R 715	Strategic Management of Innovation <sup>2</sup>
M H R 723	Business Strategy
M H R 734	Venture Creation <sup>2</sup>
M H R 741	Technology Entrepreneurship
MARKETNG 737	New Product Innovation <sup>2</sup>

**Total Credits** **30**

<sup>1</sup> These specializations are internal to the program and represent different curricular paths a student can follow to earn this degree. Specialization names do not appear in the Graduate School admissions application, and they will not appear on the transcript.

<sup>2</sup> Course may be counted towards a specialization area only if it was not taken as a Core Requirement. Students may NOT double count this course for the Core Requirement and the Specialization.

### Other Policy

Students in this program may not take courses outside the prescribed curriculum without faculty advisor and program director approval. Students in this program cannot enroll concurrently in other undergraduate or graduate degree programs.