# DESIGN, BA

The Fine Arts department is committed to cultivating global thought leaders in the fields of Art and Design. The Major in Design addresses a need for innovative pedagogy exploring the expansive nature of contemporary design and its relationship to the humanities, the sciences, and emerging technologies. The curriculum emphasizes an integrated understanding of design that brings together different disciplinary approaches that respond to complex social, cultural, and environmental challenges. Students will acquire contemporary representation, prototyping, and fabrication skills and engage with theoretical frameworks yielding advanced research and knowledge production.

Students begin the Design Major with two required core studios that introduce fundamental design methodologies, computational literacy, technological fabrication, and the study of contemporary digital culture. Majors then select from a series of theoretical and historical seminars that contextualize and expand their understanding of design practices including data-driven, speculative, and inquiry-based design. Majors also have the freedom to select from an expansive list of art and design electives that further their interdisciplinary expertise. The Design Major culminates in a year-long design project, researched design brief, public exhibition, and panel review with leading experts in the field.

A goal for students entering the major is to develop the ability to critically and resourcefully synthesize the expansive potentialities of design. These skill sets are gained through exposure to diverse approaches to design methodologies, histories, and theories. Learning outcomes are evident in the individual and collaborative conceptual, technological, and speculative projects that emerge from the core and integrative studios. Design electives and seminars enrich, complicate, and expand disciplinary modalities, while engaging in deeper explorations of positionality within a global climate. Ultimately, the Design Major seeks to guide students through a process of learning to independently question, interpret, and analyze integrative design.

For information about the General Education requirements, please visit the College of Arts & Sciences Curriculum (https://www.college.upenn.edu/curriculum/) page.

| Code | Title | Course Units |
|---|---|---|
| **College General Education Requirements and Free Electives** | | |
| Foundational Approaches + Sectors[1] + Free Electives | | 20 |
| **Major Requirements** | | |
| *Core Studio Requirements* [2] | | *2* |
| Students are encouraged to take these classes their freshman and sophomore years. | | |
| DSGN 0010 | Art, Design and Digital Culture | |
| DSGN 0020 | Design 21: Design After the Digital | |
| *Integrative Design Studio Requirements* | | *3* |
| Select 3 courses: | | |
| DSGN 1020 | Art of the web: Interactive Concepts for Art & Design | |
| DSGN 1070 | Graphic Design I: Creative Technologies | |
| DSGN 2040 | Environmental Animation | |
| DSGN 2070 | Graphic Design II | |
| DSGN 2260 | Pixel to Print | |
| DSGN 2510 | Biological Design | |
| DSGN 2500 | Cultures of Making | |
| DSGN 2530 | Functions for Form and Material | |
| DSGN 2540 | Information Design and Visualization | |
| DSGN 2550 | Interfacing Cultures: Designing for Mobile, Web and Public Media | |
| DSGN 2570 | User Experience (UX) and User Interface (UI) Design | |
| DSGN 3050 | Design Tools and Technologies | |
| *Art History and Theory Requirements* | | *3* |
| Art History- select one introductory level art history course, such as: | | |
| ARTH 1010 | World Art before 1400 | |
| ARTH 1020 | The Artist in History,1400-Now | |
| ARTH 1060 | Architect and History | |
| ARTH 3000 | Undergraduate Methods Seminar | |
| Theory- select 2 of the following: | | |
| ARCH 4110 | Theory I: Geometry in Architecture | |
| DSGN 3020 | Contemporary Theories of Design | |
| DSGN 3040 | Language of Design | |
| DSGN 3060 | Futures for All: Reimagining social equality through art and technology | |
| DSGN 3070 | Feminist Technoscience: Art, Technology, & Gender | |
| DSGN 3100 | Interrogative Design: Cultural Prosthetics | |
| URBS 2050 | People and Design | |
| VLST 1010 | Eye, Mind, and Image | |
| FNAR 3050 | Critical Issues in Art | |
| FNAR 3060 | The Chinese Body and Spatial Consumption in Chinatown | |
| FNAR 3110 | Public Art and Issues of Spatial Production | |
| FNAR 3130 | Mystics & Visionaries: Arts and Other Ways of Knowing | |
| FNAR 3160 | Is This Really Happening? Performance and Contemporary Political Horizons | |
| *Design Seminar Requirements* [3] | | *2* |
| DSGN 4020 | Design Senior Seminar Project (Fall) (Fall) | |
| DSGN 4030 | Design Senior Seminar Project (Spring) (Spring) | |
| *Art and Design Electives* [4] | | *4* |
| Select any combination of four FNAR and DSGN courses to fulfill this requirement [5] | | |
| **Total Course Units** | | **34** |

[1] You may count no more than one course toward both a Major and a Sector requirement. For Exceptions, check the Policy Statement (http://www.college.upenn.edu/sectors-policy/).

[2] Core studio requirements may be taken as early as freshman year and in any order as long as prerequisites are met.

[3] Majors must take the Senior Seminar Project in consecutive semesters of their senior year.

[4] Art and Design Electives can be taken in any order as long as prerequisites are met.

[5] Fine Arts and Design courses can be found on the department website (https://www.design.upenn.edu/fine-arts/undergraduate/courses/).

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The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2023 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.

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