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 1011	Introduction to Design	
DSGN 1020	Art of the web: Interactive Concepts for Art & Design	
DSGN 1070	Graphic Design I: Creative Technologies	
DSGN 1200	Procedural Design Systems for Virtual Environments	
DSGN 2040	Environmental Animation	
DSGN 2070	Graphic Design II	
DSGN 2220	Immersive Media Studio	
DSGN 2230	Embodied Interfaces for Immersion	
DSGN 2260	Pixel to Print	
DSGN 2510	Biological Design	
DSGN 2530	Functions for Form and Material	
DSGN 2550	Interfacing Cultures: Designing for Mobile, Web and Public Media	
DSGN 2570	User Experience (UX) and User Interface (UI) Design	
DSGN 2580	Artificial Intelligence in Art: Redefining Creativity in the 21st Century	
Art History and Theory Requirements		*3*
Art History- select one Art History course (ARTH 0000-4999)		
OR - one course with Attribute ADAH (http://catalog.upenn.edu/attributes/adah/)		
Theory - select two courses from the following areas:		
Design Seminars (DSGN 3000-3999)		
OR - Fine Arts Seminars (FNAR 3000-3999)		
OR - Courses with Attribute ADTH (http://catalog.upenn.edu/attributes/adth/)		
Design Seminar Requirements		*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 [5]		
OR - Courses with Attribute ADEL (http://catalog.upenn.edu/attributes/adel/)		
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/).

The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2025 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.