<table>
<thead>
<tr>
<th>Phenomenon of study</th>
<th>Science / Engineering</th>
<th>Design</th>
<th>Humanities / Art</th>
</tr>
</thead>
<tbody>
<tr>
<td>The natural world</td>
<td>Controlled experiment, classification, analysis</td>
<td>The man-made world</td>
<td>The human experience</td>
</tr>
<tr>
<td>Objectivity, rationality, neutrality, and a concern for ‘truth’</td>
<td>Modeling, pattern-formation, synthesis</td>
<td>Practicality, ingenuity, empathy, and a concern for ‘appropriateness’</td>
<td>Analogy, metaphor, criticism, evaluation</td>
</tr>
<tr>
<td>Values</td>
<td></td>
<td>Values</td>
<td>Subjectivity, imagination, commitment, and a concern for ‘justice’</td>
</tr>
</tbody>
</table>
Types of Design

Design is

- attribute
- outcome
- artifact
- activity
- profession
Types of Design

From artifacts and objects to forms of human interaction
The Expanding Role of Designers

IIT Institute of Design – March 2021

1930  1990  2010

creator

navigator

integrator

Denis Weil
The Innovation Gap

How to make things

What’s worth making

Industrial revolution

‘Data’ revolution

Organizational Knowledge
The Changing Role of Design

- What’s possible?
- What’s desirable?
- What’s viable?

What’s next?
Institute of Design

Founded as The New Bauhaus in 1937
Graduate school of Illinois Institute of Technology (IIT)
Largest graduate-only design program in US
First PhD in Design in the US
Programs

Master of Design – 4 semesters (5 with Foundation)
Master of Design / MBA – 5 semesters
Master of Design / Master Public Policy – 5 semesters
Master of Design Methods – 2 semesters (full-time)
PhD in Design – 6 semesters
Human-centered Design
Fundamental philosophy and principles of modern user-centered design practice

Product Management

Cross-functional Collaboration
Methods and practices of interdisciplinary collaboration and innovation

Business Management and Leadership
Design’s contribution to both established organization and entrepreneurial contexts

Experience Planning

Service + Systems Innovation
Best practices and techniques to foster innovation within teams and organizations

Data + Design
An introduction to data-oriented issues and emerging techniques in design

Social Innovation

Civic Systems
Emerging design practices targeted at addressing socially oriented challenges

Business Management and Leadership
Design’s contribution to both established organization and entrepreneurial contexts

Capstone Independent project
enabling child engagement

“She knows how to take her medicine on her own. If I am not right here she says ‘Mom, I just took a treatment.’” - Mother of 9 year old girl

Illustration shows a playful, interactive design for asthma education. The design uses visual prompts and engaging activities to help children and caregivers understand the disease and manage their treatment.

Healthcare + Design

Design, Service, Policy & Social Innovation

https://id.iit.edu/projects/
Beyond Classes…

Professional/Academic conferences
Action Lab, Faculty research projects
Corporate-sponsored projects
Student activity groups (IDSA)
CareerID, Internships, Externships
End-of-Year show
Pathways and Programs

with EXPERIENCE

amplify

catalyze

from DESIGN

MDM

MDes

ESP

MBA

PhD

from OTHER FIELDS

FOUNDATION

from OTHER FIELDS

Tomoko Ichikawa
Why Study Design at ID

Design sits naturally at a nexus point. That’s why at ID, we integrate other disciplines and domains—psychology, sociology, economics, computer science, architecture, engineering—into our studies. And that’s why we encourage a vast array of professionals to pursue graduate study in design.
Diverse and Mature Students

Background
- Mechanical Engineering
- Philosophy
- Humanities
- Fine Arts
- English Literature
- Economics and Finance
- Architecture
- Business Consulting
- Non-for-profit Management
- Industrial Design
- Interaction Design
- Communication Design
- Marketing
- Education
- Computer Science

Nationalitie
- China
- India
- Korea
- Japan
- Canada
- Brazil
- Mexico
- Taiwan
- Colombia
- Australia
- Sweden
- Ghana
- Poland
- United States

Paths/Passion
- Social policy / innovation
- Corporate strategy
- Product development
- Healthcare experiences
- Venture capitalism
- Brand storytelling
- Social media services
- Entrepreneurship
- Information services
- User research
- Innovation development
- Interaction strategies
- Service designs
- Educational tools
- Communication design
Shared Values

Learning through **making**
Comfort with ambiguity through **experience**
Rigor & discipline through **methods**
Empathy through inspired **curiosity**
Insight & leadership through **collaboration**
Graduate Outcomes

Our graduates create ideas, products, solutions that are not only new and original, but also effective and scalable in a variety of industries. And our humanistic approach makes social innovation and civic design a natural fit for our graduates, whose placement in the public and nonprofit sector increases every year.

2,400+ Alumni → 32+ Countries

95% Placement Rate within three months of graduation
For more information, please contact Krista Roble (kroble@id.iit.edu) or visit id.iit.edu