DESIGN UNIVERSITY

DESIGN INTERNATIONAL UNIVERSITY

P R O F I L E

Message from the Director

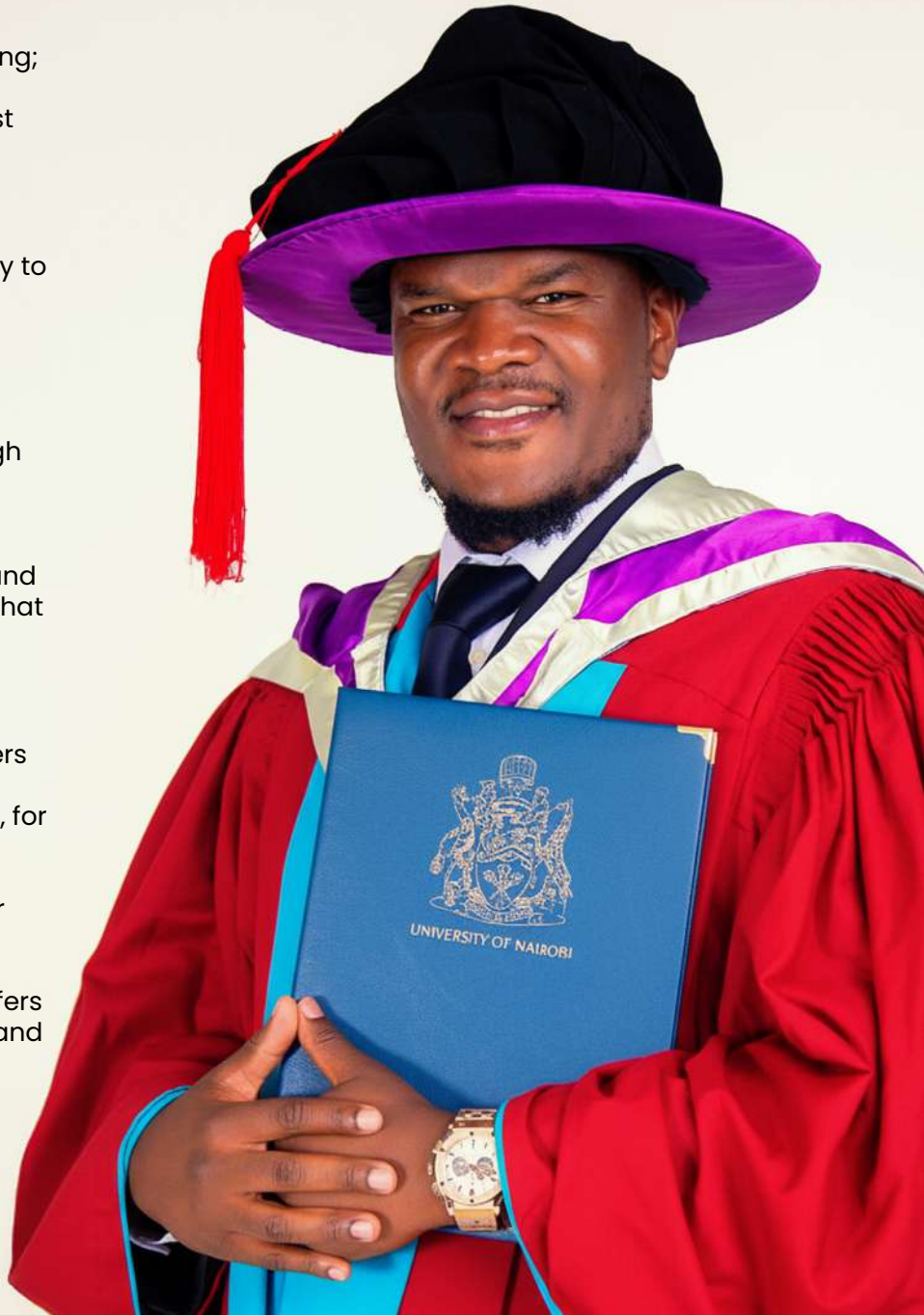
Design University is the realization of a lifelong vision to make design education accessible, transformative, and globally relevant. As a scholar and practitioner in Design, Design Management, and Strategic Innovation, I have dedicated my academic career to exploring how design shapes human experience and drives sustainable development. My work in design education and research has focused on inclusive environments, creative technology, and the integration of artificial intelligence in design learning; areas that reflect the evolving demands of the profession in the 21st century.

I believe education is the most powerful tool for empowerment. Through it, individuals gain the ability to think critically, innovate responsibly, and solve real-world problems with creativity and empathy. Design University embodies this belief by combining academic rigor with technological advancement. Through our robust Learning Management System and mobile app learning platform, we provide learners worldwide with flexible, interactive, and industry-aligned design education that bridges creativity, technology, and entrepreneurship.

At Design University, we seek to cultivate globally conscious designers who see beyond aesthetics; professionals who design for people, for purpose, and for progress. This institution represents more than an academic pursuit; it is a platform for innovation and empowerment. For students eager to shape the future through design, Design University offers a rare opportunity to learn, master, and thrive.

Welcome to Design University,
let's learn together

Dr. Henry M. Wanakuta, Ph.D.



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About Design University

Founded in 2025 in Texas, USA, Design University was established with a clear mission:

Mission Statement:

"to democratize and elevate design education globally by providing accessible, high-quality, and innovative online programs that empower the next generation of designers."

Vision:

"become the world's leading online university for design disciplines, recognized Worldwide for excellence in Design education."

These guiding statements reflect our core values and aspirations:

- **Accessibility & Affordability:** We believe creative education should be within reach for aspiring designers everywhere. Our online platform removes geographic barriers, and our subscription tuition model keeps costs affordable for a wide range of students.
- **Innovation & Quality:** We leverage technology and forward-thinking pedagogy to offer a cutting-edge learning experience. From an AI-driven Learning Management System to up-to-date curriculum content, we continuously innovate while maintaining rigorous academic standards.
- **Real-World Relevance:** Curriculum development is informed by current industry needs. Courses are designed with input from practicing professionals, ensuring that skills learned translate directly to modern workplaces. Strong industry partnerships keep our programs aligned with evolving market trends.
- **Global Community & Inclusivity:** With students and staff across multiple continents, we foster a diverse and inclusive community. We celebrate cultural perspectives in design and ensure our policies promote equity and respect for all backgrounds.

1.1. History and International Presence:

Design University began as a response to the growing demand for flexible, skill-focused design education. Our founders; a team of designers and educators, recognized that not everyone can attend a traditional design college due to location, cost, or life commitments. By 2025, we launched our first programs online, backed by accreditation processes and partnerships to ensure credibility. Though based in the U.S., we operate as a truly global institution with branches and partner representatives in Kenya, USA, Africa, Saudi Arabia, and the UK. This international framework allows us to support students locally while maintaining a unified standard of excellence worldwide. For example, we collaborate with recognized design institutes and agencies in Africa and Europe to adapt our programs to local contexts and gain recognition by local educational authorities. Our presence in Riyadh, Saudi Arabia aligns with national Vision 2030 goals for advanced education, and our UK partnerships connect us with European design networks.

Design University stands at the forefront of a global transformation in design education.

Founded on the principle that design is both an art and a driver of technological, cultural, and economic innovation, the university delivers state-of-the-art, future-oriented knowledge to aspiring designers worldwide. At Design University, education is not confined to the traditional classroom; rather, it is an immersive, borderless, and technology-driven experience that equips graduates with the skills, adaptability, and confidence required to thrive in today's dynamic design industry.

Unlike conventional institutions that prioritize either theoretical instruction or isolated technical training, Design University merges rigorous academic foundations with cutting-edge digital studio practice. This ensures that students not only master the historical and theoretical contexts of design but also apply their knowledge in practice through a powerful digital ecosystem. From the first day of enrollment, students interact with cloud-based design tools, collaborative platforms, and virtual studios that simulate real-world design environments. The result is an academic experience that is as close as possible to the workflows of professional design practice, while retaining the flexibility and accessibility of an online learning model.

1.2. Innovative Learning Platform:

At Design University, we place the student experience at the heart of our approach. Our dynamic learning platform is designed to deliver an engaging, supportive, and highly personalized educational journey. By harnessing the power of innovation and advanced technologies, we create an environment where learning is adaptive, interactive, and deeply connected to each student's goals. This ensures that every learner receives the best guidance, resources, and feedback they need to excel, mirroring the depth and quality of mentorship found in the best studio settings, but accessible from anywhere in the world.

A key feature is global accessibility; students can instantly switch the platform's language with a single click, selecting their country from a drop-down menu for immediate website translation into their national language. This ensures that every learner, regardless of geographical location or language, receives the same high-quality, immersive design education; mirroring the depth and quality of mentorship found in the best studio settings, but accessible from anywhere in the world.

1.3. Our Industry-Based, Expert-Guided Learning Model

Design University distinguishes itself through an industry-integrated learning model that ensures every student is prepared not only for today's design landscape but also for the challenges and opportunities of tomorrow. Our programs are developed in close collaboration with globally recognized academic advisors and industry leaders, who vet and validate each curriculum against the highest international standards. This process guarantees that students receive an education that is both academically rigorous and directly relevant to the world of work.

Our faculty are more than instructors; they are practicing professionals and thought leaders who bring first-hand insights from the fields of interior design, product innovation, digital fabrication, fashion, gaming, and beyond. By learning from experts who are actively shaping the industry, students benefit from mentorship that bridges theory with practical application.

This industry-academia synergy ensures that:

- Curriculum is grounded in real-world challenges. From sustainability imperatives to digital disruption, every course integrates the pressing issues that professionals face globally. Students learn not just "what is," but "what's next."
- Learning is problem-based and project-driven. Students work on case studies, simulations, and projects modeled after professional briefs, making their portfolios immediately industry-ready.
- Technology enhances learning. By leveraging immersive visualization, AI feedback, and interactive digital labs, we replicate the dynamism of professional design studios in an online format.
- Global perspectives are embedded. With advisors, mentors, and collaborators from around the world, our students gain cross-cultural insights and design literacy that prepare them for international careers.

Whether students are designing responsive interiors, crafting compelling graphics, engineering next-generation products, or exploring immersive digital storytelling, every program at Design University is fine-tuned to bridge academic knowledge with professional practice.

This model ensures that our graduates leave with more than a degree: they graduate with confidence, adaptability, and future-ready expertise, enabling them to lead innovation in the creative economy.

Meet Our Expert Advisors

Dr. Henry Mukhwana Wanakuta (USA)
Interior Design Expert

An Assistant Professor at Stephen F. Austin State University in Texas, Dr. Mukhwana brings deep experience in curricular innovation, sustainability, and socially impactful design. His insights into futurefocused interior design education guide our programs to balance creativity with societal relevance.

Dr. Michael Munene (Kenya)
Universal Design & Accessibility Expert

Lecturer at the University of Nairobi, Dr. Munene holds a PhD in Interior Design specializing in Disability Mainstreaming and Universal Design. He has led major inclusive-environment projects in African cities, translating research into accessible design policy.

Dr. Melisa Achoko Allela (USA/Kenya)
Animation & Interactive Media Expert

A PhD-holding educator now at Rhode Island School of Design, Dr. Allela specializes in experimental animation, interactive media, and preserving cultural storytelling through innovative technologies.

Dr. Lucy Cierra, Ph.D. Advisor
Fashion Design & Textile Innovation, Design University

Dr. Lucy Cierra brings over fifteen years of dedicated experience in fashion design, clothing technology, and textile science, bridging academic research and industry practice in both Africa and Europe. She holds a Ph.D. in Materials Engineering from Ghent University, where her doctoral research focused on advanced materials for sustainable and high-performance textiles.

Dr. Jacqueline Okeyo (Kenya)
Graphic Design & Visual Communication Expert

With a PhD from Wuhan University of Technology and over 15 years of teaching and design leadership, Dr. Okeyo excels in corporate identity, visual storytelling, and branding. Her work in elevating African graphic design voices enhances our program's cultural depth.

Prof. Samuel Mwituria Maina (Kenya)

Product Design & Ergonomics Expert

Senior Lecturer at University of Nairobi's School of Arts & Design, Prof. Maina's research spans ergonomics, eco-design, exhibition systems, and sustainable product development; informing our Product Design curriculum with scientific depth and regional context.

Prof. Mugendi K. M'Rithaa (Kenya)

Industrial & Universal Design Expert

A PhD in Industrial Design holder and transdisciplinary designer, Prof. M'Rithaa champions socially conscious industrial design focusing on inclusive systems, sustainability, indigenous knowledge, and climate-responsive strategies.

Dr. Amani K. Khan (Saudi Arabia/USA)

Interior Design & Behavioral Design Expert

Dr. Khan's research on environmental behavior in healthcare design (from Texas Tech University) brings evidence-based, culturally sensitive perspectives to our spatial design courses.

Dr. Mary Clare Kidenda (Kenya)

Design & Visual Arts Expert

Dr. Kidenda holds a PhD in Design and Visual Arts from Coventry University (UK), as well as an MA in Design and a B.Ed in Fine Art. She has over 20 years of experience in art and design education

Prof. Joseph Muliaro Wafula (Kenya)

ICT & Open Data Expert.

Prof. Wafula is Founder and Director of the ICT Centre of Excellence and Open Data (iCEOD). His work spans open science, blockchain systems, mobile applications, and ICT policy, with global recognition from IBM and the Gates Foundation. He enriches our programs with expertise in digital transformation, open infrastructure, and data-driven innovation

Why Choose Us?

Several distinctive factors elevate Design University above the traditional options available to design learners today:

1.3.1. Global and Future-Ready Perspective
Design University acknowledges that design is a global language shaped by diverse cultural traditions, emerging technologies, and environmental imperatives. Every course is developed with input from international faculty, industry experts, and cultural advisors, ensuring that students receive insights that transcend national boundaries. Graduates leave with not just technical mastery but also cross-cultural design literacy, which positions them to serve clients, employers, and communities anywhere in the world.

1.3.2. Integration of Technology with Design Practice
The university embraces the full spectrum of contemporary digital design technologies. Students learn CAD, BIM, parametric modeling, VR/AR visualization, and smart housing systems within their coursework, reflecting how professional designers now operate in practice. This digital fluency is complemented by strong foundations in hand drawing, spatial thinking, and design principles, creating graduates who are versatile across both traditional and modern methods.

1.3.3. Virtual Studio Experience
Perhaps the most groundbreaking element is the Virtual Studio Experience, a digital-first approach to studio-based learning. Through cloud-based design applications, intelligent feedback systems, and collaborative platforms, students engage in live critiques, peer collaborations, and mentorship with faculty and practitioners around the globe. This mirrors the mentorship model of physical design studios, but adds flexibility, inclusivity, and global reach that a physical campus cannot provide. Students learn to design in teams across geographies and time zones, just as they will in multinational firms and distributed creative agencies.

1.3.4. Industry-Integrated Learning
Design University bridges academia and practice through project-based simulations, industry critiques, and internships facilitated virtually or locally. Every studio project reflects real-world constraints such as budgets, client briefs, building codes, and sustainability metrics. By graduation, students not only hold a portfolio of creative work but also possess experience that directly maps onto the demands of entry-level professional practice.

1.3.5. Inclusive and Accessible Model

Our programs are intentionally designed to welcome learners from varied academic, professional, and cultural backgrounds. Whether fresh out of secondary school or mid-career professionals seeking re-skilling, students find programs tailored to their pace and needs. The flexible monthly admission and modular system means that learning adapts to the student, not the other way around.

1.4. Mixed-Delivery Pedagogy

Design University employs a mixed delivery model tailored for the digital age. This pedagogy blends:

- Asynchronous Content: Students access high-quality recorded lectures, digital readings, and interactive multimedia modules at their convenience. This ensures flexibility for working professionals or international students across time zones.
- Synchronous Engagement: Live online workshops, real-time critiques, and group discussions provide the immediacy and interactivity of a traditional classroom. Faculty and peers interact dynamically, offering feedback and fostering a collaborative culture.
- Virtual Studio Simulations: The centerpiece of the A.A.S. program is the cloud-based studio environment. Here, students upload projects, receive AI-enabled feedback, and collaborate in digital workrooms. Tools simulate real industry workflows, ensuring students not only learn but also "practice" design in authentic settings.
- Industry Partnerships: Courses often integrate guest lectures from industry leaders, collaborative projects with design firms, and opportunities to respond to live briefs. This ensures that students consistently test their ideas against real-world expectations.
- Capstone and Internship Experiences: In the final semester, students synthesize their learning through a capstone thesis project, professional internship, and portfolio presentation. These experiences bridge the gap between academia and industry and affirm the graduate's readiness for professional practice.

1.5. Positioning in the Global Design Landscape

The interior design profession is evolving rapidly under the influence of technological disruption, sustainability imperatives, and cultural globalization. Design University ensures that graduates are not merely participants in this change, but leaders who can shape it. Key global trends addressed within the curriculum include:

- Sustainable Interiors and Circular Design: Training in material innovation, energy efficiency, and life-cycle analysis equips graduates to contribute to a more sustainable built environment.
- Smart Housing and Human-Centered Technologies: Students learn how to integrate IoT devices, adaptive environments, and user-focused smart systems into residential and commercial projects.
- Digital Visualization and Virtual Reality: VR/AR design platforms are taught as standard tools for client communication and immersive storytelling.
- Global Citizenship in Design: Through exposure to diverse cultural perspectives, graduates develop empathy and sensitivity to different user contexts, making them globally relevant practitioners.

Student Life & Support

Virtual Campus Experience: As an online university, Design University offers a rich virtual campus that brings students together across time zones. Through our LMS, you will enter a virtual studio environment, complete with discussion forums, collaborative virtual labs, and live webinar classrooms. Students can form teams to work on design projects, share their work in gallery-style showcases, and receive peer and instructor feedback in real time. Regular live sessions, such as design critiques or guest lectures, simulate the interactivity of a physical studio. Our platform also integrates cloud-based design software directly; for example, you can access applications like SketchUp, Photoshop, Figma, or AutoCAD in the cloud without needing expensive hardware, ensuring every student has the tools needed for their coursework. The virtual campus is accessible 24/7, so whether you are an early bird in London or a night owl in Nairobi, you can log in learn and create at your convenience.

Facilities and Resources: All students receive a Design University account which includes cloud storage for your projects, an e-library of design resources (ebooks, trend reports, materials catalogs), and use of our online design labs. These labs are specialized spaces in the LMS for different disciplines e.g., an Interior Design lab with a virtual materials board and floor plan software, or a Graphic Design lab with an image editing suite and font library. We also host virtual gallery exhibitions where student projects are displayed to the university community and industry partners, celebrating your work and providing exposure. In addition, our partnerships ensure you get educational licenses or free trials for key software and can earn official certifications (for instance, students can prepare for and take the Adobe Certified Professional exams via our platform). Design University's technological ecosystem is geared to give you professional studio experience from your home.

Student Services and Support: At Design University, you are never alone in your learning journey. We offer comprehensive support services to help you succeed academically and personally:

- **Academic Advising & Tutoring:** Upon enrollment, you're assigned an academic advisor who helps chart your study plan and monitor your progress. Our faculty and teaching assistants hold virtual office hours weekly. If you need extra help, one-on-one tutoring sessions can be scheduled for challenging subjects (for example, software tutorials or project guidance).
- **Career Services:** We provide career counseling and portfolio development support to all students. Experienced career advisors will help polish your design portfolio, conduct mock interviews, and connect you with internship and job opportunities through our industry network. We regularly post exclusive job leads on our student portal and host virtual career fairs with companies from the USA, Africa, Saudi Arabia, the UK, and beyond.
- **Mentorship & Community:** You'll have opportunities to join mentorship programs where advanced students or alumni mentor new students. There are also active student-led clubs and interest groups (e.g., a UX Design club, Sustainable Design enthusiasts group) that meet virtually to collaborate and share ideas. Our global student community is one of our greatest assets – you will be interacting with peers from diverse cultures and backgrounds, enriching discussions with international perspectives. This inclusive environment ensures everyone has a voice and learns from one another.
- **Counseling & Wellness:** We care about our students' well-being. Our student services include access to professional counseling for academic stress or personal issues, available via confidential video sessions. We also organize virtual wellness workshops (like time management, combating creative block, and work-life balance) to help you thrive in an online learning environment. Our online help center and FAQ knowledge base are also at your disposal for instant answers to common questions. The student testimonials and a consistently high satisfaction rating (as seen in independent reviews) underscore our dedication to providing an engaging, supportive student life despite being online.

1.6. ENTRY REQUIREMENTS

At Design University, we believe that creativity has no boundaries and neither should education. Our admission system is open, flexible, and inclusive, ensuring that anyone with curiosity, determination, and a creative mindset can begin their design journey with us.

Associate Degrees (A.A.S.)
To enroll in an Associate Degree program, applicants should have completed secondary education (a high school diploma or equivalent). We welcome both recent graduates and non-traditional learners; whether you're a working professional, a career changer, or simply someone eager to explore design. No prior coursework in art or design is required; our first-year curriculum builds solid foundations from the ground up. Applicants with a creative portfolio are encouraged to submit it, as this may strengthen their application and even provide advanced placement or elective credit. Students must be at least 18 years old (or 17 with parental consent) to join an Associate program.

Certificates & Masterclasses
Our Certificate programs and Masterclasses are designed to be highly accessible, with no strict academic prerequisites. Many students come from diverse professional or academic backgrounds, seeking to upskill, reskill, or simply pursue a passion. Some advanced certificates may recommend completion of a foundational course first (e.g., "Foundations of Interior Design" before "Advanced Interior Design"), and these recommendations will always be noted in course descriptions.

Our Open Admission Philosophy
Because our courses are carefully structured to grow your skills step-by-step; from basic concepts to advanced specializations; no one is excluded. If you have basic computer skills, reliable internet access, and a willingness to learn, you are welcome here. During admission, we advise each student individually, identifying strengths and growth areas to recommend the most suitable learning path. Our foundational certificate programs and advanced associate degrees ensure that no learner is left behind.

At Design University, we don't just admit students: we empower creative journeys.

1.7. TUITION AND FEES

At Design University, we are committed to keeping education affordable, flexible, and transparent. Our subscription-based tuition model for degree programs makes it simple to plan your finances, while certificate programs follow a straightforward one-time fee structure.

Associate Degree Programs: Students pay a flat tuition of $250 per month. This subscription grants full access to courses, our online platform, and all standard student services. At about $3,000 per year, this model is significantly lower than traditional on-campus tuition. There are no per-course fees or hidden charges, and students may pause or resume their studies at any time.

Master's Degree Programs: Graduate tuition is set at $400 per month for 18 months. Payments are made quarterly, allowing students to spread costs evenly while focusing on their studies. Over the full program, students invest approximately $7,200; a fraction of the cost of comparable advanced design degrees; while still accessing global faculty mentorship, specialized labs, and advanced resources.

Certificate Programs: Certificates follow a one-time fee model, with costs ranging from $1,500–$3,000, depending on program length and specialization. Flexible installment payment options are available to make certificate learning accessible to all students. These fees cover everything; course materials, platform access, and faculty guidance—with no hidden costs.

At every level, Associate, Masters, or Certificate, Design University ensures that learners can access world-class design education with clarity, affordability, and flexibility

Masterclasses and bootcamps are individually priced based on the instructor and duration; these premium experiences might range from $200 for a short workshop to $1000 for an extended masterclass series. Note that current associate degree students often receive discounts or free passes to select masterclasses as part of our commitment to enriched learning.

Design University does not charge out-of-state or international surcharges. The subscription rate is the same worldwide, and we accept payments in multiple currencies. We support a variety of payment methods, including major credit cards, PayPal, bank transfers, and even mobile money options popular in parts of Africa. Our system can accommodate local payment needs; for instance, students in certain countries can pay via authorized local partners in their currency, making transactions easier. We aim to remove financial barriers wherever possible.

1.8. Financial Aid and Scholarships:

Our **$250/month tuition** is designed to be as low as possible, but we understand that any cost can still be a hurdle. Design University is committed to helping students through scholarships and financial aid. We offer several merit-based scholarships each year for outstanding applicants – these can cover a percentage of the tuition for your first year or provide a certain number of months free. Additionally, we have a **Global Access Scholarship Fund** aimed at students from developing regions and underrepresented communities, aligning with our mission to

democratize education. Applicants can apply for needs-based aid or these scholarships during the admissions process by submitting a simple financial aid form. Our scholarships may cover between 25% to 100% of tuition for the duration of the program, depending on the award. We also periodically partner with companies and nonprofits to sponsor scholarships (for example, a tech company might sponsor women in UX design, or a government agency might fund creative industry training for youth in Africa). All active students have the option to refer friends to Design University for tuition credits (our Student Referral Program gives a free month of tuition for each referred enrollee, making it another way to offset costs).

While we are not yet part of U.S. federal financial aid (Title IV) since we are awaiting full accreditation, we do offer zero-interest payment plans and accept employer tuition reimbursement. Many of our students are working professionals whose employers partially or fully reimburse the subscription as part of professional development. We can assist with any documentation employers need. We are also exploring partnerships with financing companies to provide student-friendly loan options should you prefer to pay tuition over a longer period. Our financial services team is always ready to discuss options so that finances do not stand in the way of your design education.

1.9. IMPORTANT DATES:

Because of our flexible enrollment model, application deadlines are rolling. If you are aiming to start by a particular month, we recommend submitting your application at least 4-6 weeks prior to that start to have enough time for processing and orientation. New associate degree cohorts begin on the 1st of every month. Certificate courses and workshops have multiple start dates or are self-paced; for instructor-led certificates, start dates are typically announced quarterly. We host live Virtual Open House webinars monthly; an opportunity where prospective students can meet faculty and alumni online, ask questions, and even attend a mini demo class. Key academic dates (such as project weeks, exam weeks for any proctored tests, or virtual graduation ceremonies) are communicated via the academic calendar on our website and in your student portal. Below are some notable upcoming dates for the next intake cycle:

(For a full list of dates, please refer to our Academic Calendar online or contact the admissions office.)

If you have any questions during the admissions or financial aid process, don't hesitate to reach out to us. We strive to make joining Design University as seamless as possible – from your first inquiry to your first day of class.

1.10. Important Dates:

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1.11. DESIGN UNIVERSITY ACADEMIC PROGRAMS

At Design University, we craft courses that transcend fleeting trends, programs built to equip students with skills that remain valuable for a lifetime. Our approach is deliberate and forward-thinking. We rigorously research emerging trends and technologies, analyze the global job market, and forecast future industry shifts. By fusing timeless foundational knowledge with insights into where the world is headed, we ensure our graduates are not only relevant today but future-proofed for the opportunities and challenges of tomorrow.

From comprehensive two-year associate degrees to short, skill-focused certificates and expert-led masterclasses, we provide a full spectrum of design education catering to different needs. All programs emphasize hands-on learning, real-world projects, and industry relevance to maximize your employability in the creative economy. Our courses are created and curated with expert validation and industry foresight and delivered through a state-of-the-art Learning Management System (LMS) that fosters productive engagement, provides flexibility, and promotes a structured yet personalized learning experience.

1.

Associate of Applied Science in

Architecture

Program Rationale

Architecture today exists at the intersection of creativity, technology, sustainability, and human-centered innovation. With rapid urbanization, climate change, and global digital transformation, architectural education must prepare learners who are technically proficient, design-oriented, and capable of contributing to multidisciplinary teams. The Associate of Applied Science (A.A.S.) in Architecture at Design University provides a strong, practice-oriented foundation for students seeking entry-level roles in the architecture, construction, and design sectors or those intending to continue into bachelor-level architectural studies.

This program combines architectural design studios, drafting, BIM workflows, sustainable design theory, digital visualization, construction systems, and architectural history. Students gain competencies in AutoCAD, Revit, SketchUp, Rhino, and Enscape, equipping them for the expectations of contemporary design workplaces. Graduates will understand architectural communication, building materials and methods, environmental design principles, and ethical practice.

Through rigorous studio culture and iterative critique, students learn conceptual development, form-making, problem-solving, model-building (digital and physical), and professional representation techniques. The program emphasizes sustainable, culturally responsive, technologically advanced design suitable for African, global South, and international contexts.

1.1. Program Overview

Duration: 2 Years (24 months)
Structure: 4 Semesters (15 weeks each)
Total Credit Hours: 60
Delivery: Fully Online (Lectures, Virtual Studios, Digital Labs)
Award: Associate of Applied

Science (A.A.S.) in Architecture

1.2. Program Fundamentals

The A.A.S. in Architecture builds foundational competency in:

- Architectural design principles and spatial problem-solving
- Manual and digital drafting (AutoCAD)
- 3D modeling and visualization (SketchUp, Rhino, Enscape)
- BIM documentation (Revit)
- Sustainable building technologies and environmental systems
- Building materials and construction methods
- Structural systems fundamentals
- Architectural history and theory
- Professional practice,

communication, and ethics

1.3. Learning Outcomes

Graduates of the program will be able to:

1. Apply architectural design principles to create functional, aesthetic, and context-responsive solutions.
2. Produce accurate architectural drawings using AutoCAD.
3. Develop 3D models and high-quality visualizations using SketchUp, Rhino, and Enscape.
4. Create coordinated building models using Revit and BIM workflows.
5. Understand building materials, structural basics, and construction systems.
6. Integrate sustainability, environmental performance, and passive design strategies.
7. Communicate effectively through architectural graphics, diagrams, drawings, and presentations.
8. Assemble a professional design portfolio.
9. Participate in real-world architectural workflow through internship experience.

1.4. DEGREE MAP (60 Credit Hours)

Year 1 – Fall Semester (15 Weeks) – 15 Credits

Course Code	Course Title	Format	Credits
ARCH 101	Fundamentals of Architecture & Design	Theory/Studio	3
ARCH 110	Architectural Drafting & Visualization (AutoCAD)	Studio	3
ARCH 120	Architectural Graphics & Communication	Studio	3
ARCH 130	Building Materials & Construction Systems	Theory	3
ENGL 101	English Composition I	General Education	3

Year 1 – Spring Semester (15 Weeks) – 15 Credits

Course Code	Course Title	Format	Credits
ARCH 140	Architectural Design I: Space & Form	Studio	3
ARCH 150	Environmental Systems & Sustainable Design	Theory	3
ARCH 160	Digital Modeling (SketchUp & Rhino)	Studio	3
ARCH 170	History of Architecture I: Ancient to Renaissance	Theory	3
MATH 115	Applied Geometry & Structural Math	General Education	3

Year 2 – Fall Semester (15 Weeks) – 15 Credits

Course Code	Course Title	Format	Credits
ARCH 210	Architectural Design II: Residential Projects	Studio	3
ARCH 220	Building Information Modeling (Revit)	Studio	3
ARCH 230	Structural Systems in Architecture	Theory	3
ARCH 240	History of Architecture II: Modern & Contemporary	Theory	3
COMM 105	Communication for Design Professionals	General Education	3

Year 2 – Spring Semester (15 Weeks) – 15 Credits

Course Code	Course Title	Format	Credits
ARCH 250	Architectural Design III: Commercial Projects	Studio	3
ARCH 260	Lighting & Interior Architectural Systems	Studio	3
ARCH 270	Professional Practice & Ethics	Theory	3
ARCH 280	Capstone Studio: Integrated Design Project	Capstone	3
ARCH 290	Internship / Co-op	Co-op	3

1.5. Detailed Course Descriptions

1.5.1. ARCH 101 – Fundamentals of Architecture & Design

(3 credits, Theory/Studio)

This foundational course introduces students to the discipline of architecture through the study of space, form, ordering principles, human scale, and design thinking. Students explore how architects conceptualize ideas, analyze site and context, and translate concepts into visual and spatial strategies.

Topics include:

- Principles of design (balance, rhythm, hierarchy, proportion, scale)
- Spatial organization (centralized, linear, clustered, radial systems)
- Architectural elements (planes, volumes, openings, circulation)
- Introduction to site analysis & contextual thinking
- Sketching, ideation, and iterative design
  Learners complete small conceptual design projects and critiques that simulate real design studio environments.

1.5.2. ARCH 110 – Architectural Drafting & Visualization (AutoCAD)

(3 credits, Studio)

This course develops proficiency in 2D drafting using AutoCAD as a primary architectural documentation tool. Students learn to create accurate drawings that communicate design intent effectively.

Topics include:

- Drafting conventions, line weights, annotation
- Orthographic drawing: plans, sections, elevations
- Dimensioning & scaling
- Developing drawing sheets and layouts
- Introduction to detailing
  Students produce a complete drafting set for a simple architectural project.

1.5.3. ARCH 120 – Architectural Graphics & Communication

(3 credits, Studio)

Students build skills in both manual and digital representation techniques essential for communicating architectural ideas.

Topics include:

- Freehand architectural drawing and sketching
- Perspective drawing and axonometric techniques
- Rendering using markers and digital tools
- Diagramming for concept communication
- Presentation board layout principles
  Students develop a graphic toolkit used throughout their academic and professional careers.

1.5.4. ARCH 130 – Building Materials & Construction Systems

(3 credits, Theory)

This course examines the materials and systems used in contemporary construction, emphasizing performance, sustainability, and appropriate application.

Topics include:

- Properties of wood, concrete, steel, glass, masonry
- Moisture protection, insulation, and envelope systems
- Interior finishing systems
- Sustainable material selection and embodied energy
- Construction sequencing & site operations
  Students analyze case studies and produce technical documentation of materials and assemblies.

1.5.5. ARCH 140 – Architectural Design I: Space & Form

(3 credits, Studio)

A design studio focusing on exploring how people inhabit and experience space. Students design small-scale architectural interventions such as pavilions, shelters, or studio units.

Topics include:

- Human factors and ergonomics
- Spatial hierarchy and flows
- Concept development & massing
- Model making (physical and digital)
- Design critique methodologies
  Projects emphasize resolving program, form, and spatial quality.

1.5.6. ARCH 150 – Environmental Systems & Sustainable Design

(3 credits, Theory)
This course introduces environmental principles that influence architectural design, highlighting sustainable and climate-responsive strategies.

Topics include:

- Passive design (daylighting, natural ventilation, thermal mass)
- Active mechanical systems (HVAC basics)
- Water conservation and site ecology
- Energy efficiency and global sustainability standards

Students complete analytical exercises evaluating environmental performance in small design scenarios.

1.5.7. ARCH 160 – Digital Modeling (SketchUp & Rhino)

(3 credits, Studio)
A studio-based course teaching 3D modeling for conceptual and detailed design.

Topics include:

- SketchUp modeling workflows
- Rhino freeform modeling & NURBS techniques
- Geometric form manipulation
- Exporting models for rendering and documentation

Students produce 3D models and rendered views for architectural presentations.

1.5.8. ARCH 170 – History of Architecture I: Ancient to Renaissance

(3 credits, Theory)

A chronological exploration of global architectural traditions, examining how culture, climate, technology, and belief systems shaped building design.

Topics include:

- Ancient Egypt, Mesopotamia, Greece, Rome
- Byzantine, Islamic, Gothic architecture
- Renaissance architecture and humanism

Emphasis is placed on architectural innovation, form evolution, and cultural context.

1.5.9. ARCH 210 – Architectural Design II: Residential Projects

(3 credits, Studio)
A comprehensive design studio focusing on single-family residential design.

Topics include:

- Program development and client needs
- Room relationships and circulation
- Basic building codes for residential structures
- Site-responsive design
- Interior–exterior relationships

Students design a complete residential project with plans, sections, elevations, and models.

1.5.10. ARCH 220 – Building Information Modeling (Revit)

(3 credits, Studio)
Students learn BIM workflows using Revit, enabling coordinated digital representation of buildings.

Topics include:

- Modeling walls, floors, roofs, and stairs
- Managing views, sheets, schedules
- Families and parametric components
- BIM documentation and annotation

By the end, students produce a BIM model of a small architectural project.

1.5.11. ARCH 230 – Structural Systems in Architecture

(3 credits, Theory)
This course introduces basic structural principles that inform architectural design.

Topics include:

- Loads, forces, and equilibrium
- Beam, column, and slab behavior
- Structural systems: timber, steel, concrete
- Lateral stability and foundation basics

Students complete structural analysis exercises tied to design studio projects.

1.5.12. ARCH 240 – History of Architecture II: Modern & Contemporary

(3 credits, Theory)
A continuation of architectural history focusing on the last 200 years.

Topics include:

- Industrial Revolution and new materials
- Modernism (Bauhaus, International Style, Brutalism)
- Postmodernism and deconstructivism
- Contemporary sustainable and digital architecture

Students learn to critique architectural movements and understand their relevance today.

1.5.13. ARCH 250 – Architectural Design III: Commercial Projects

(3 credits, Studio)

An intermediate-level studio focused on designing small commercial or institutional buildings.

Topics include:

- Program complexity and multi-user design
- Site planning, zoning, and circulation
- Inclusion of structural and environmental considerations
- Code compliance in commercial design
Students produce a full design package including a 3D model, drawings, and presentation boards.

1.5.14. ARCH 260 – Lighting & Interior Architectural Systems

(3 credits, Studio)
A design-focused course exploring interior architectural systems with emphasis on lighting.

Topics include:

- Light behavior, perception, and quality
- Artificial lighting systems and fixture selection
- Daylighting integration
- Electrical layouts and coordination
Students develop lighting plans and renderings illustrating light performance in space.

1.5.15. ARCH 270 – Professional Practice & Ethics

(3 credits, Theory)
An introduction to the business, legal, and ethical frameworks of architectural practice.

Topics include:

- Contracts and project delivery methods
- Roles of architect, engineer, and contractor
- Professional ethics and responsibility
- Introduction to Kenyan and international architectural regulations
Students complete a mock proposal and fee structure for a small-scale project.

1.5.16. ARCH 280 – Capstone Studio: Integrated Design Project

(3 credits, Capstone)
The culminating studio synthesizing all skills acquired throughout the program. Students propose and design a fully integrated architectural project.

Requirements include:

- Concept development
- Full set of drawings (plans, sections, elevations)
- BIM model & renderings
- Environmental and structural considerations
- Professional presentation
The project is reviewed by faculty and external practitioners.

1.5.17. ARCH 290 – Internship / Co-op

(3 credits, Co-op)
A supervised field placement in an architectural firm, construction company, planning office, or related practice.

Learning objectives:

- Exposure to real-world design workflow
- Drafting, modeling, or documentation support
- Participation in client meetings or site visits (if available)
Students submit a reflective report and supervisor evaluation.

2.

Associate of Applied Science in

Interior Design

2.1. The Rationale

The Associate of Applied Science (A.A.S.) in Interior Design exemplifies Design University's educational ethos. It is intentionally structured to:

Equip students for productive entry-level job opportunities in interior design firms, architectural practices, real estate development, exhibition and retail design, and freelance creative enterprises. With a curriculum that emphasizes both residential and commercial interiors, graduates acquire versatile competencies to work across multiple sectors.

Provide mastery of industry-standard tools and workflows, such as Revit, AutoCAD, SketchUp, Lumion, VR/AR visualization, and project management platforms. This technical grounding ensures students are "workplace-ready" from day one.

Strengthen soft skills essential for the workplace including client communication, project documentation, presentation, and teamwork; through required general education electives (English Composition, Communication, and Social/Behavioral Sciences). These courses complement technical training with critical thinking and interpersonal competence.

Build a professional portfolio that showcases a breadth of design skills, from hand sketches and concept boards to BIM models and rendered walkthroughs. This curated body of work becomes the graduate's passport to interviews, competitions, and entrepreneurship.

Offer a solid foundation for lifelong advancement. Because the curriculum blends rigorous theory with hands-on studio practice, students who wish to pursue further education such as a Bachelor of Science degree in Interior Design, Architecture, or related fields are exceptionally well-prepared. The emphasis on research, sustainability, and emerging technologies creates an adaptable mindset that will serve them in advanced study or professional specialization.

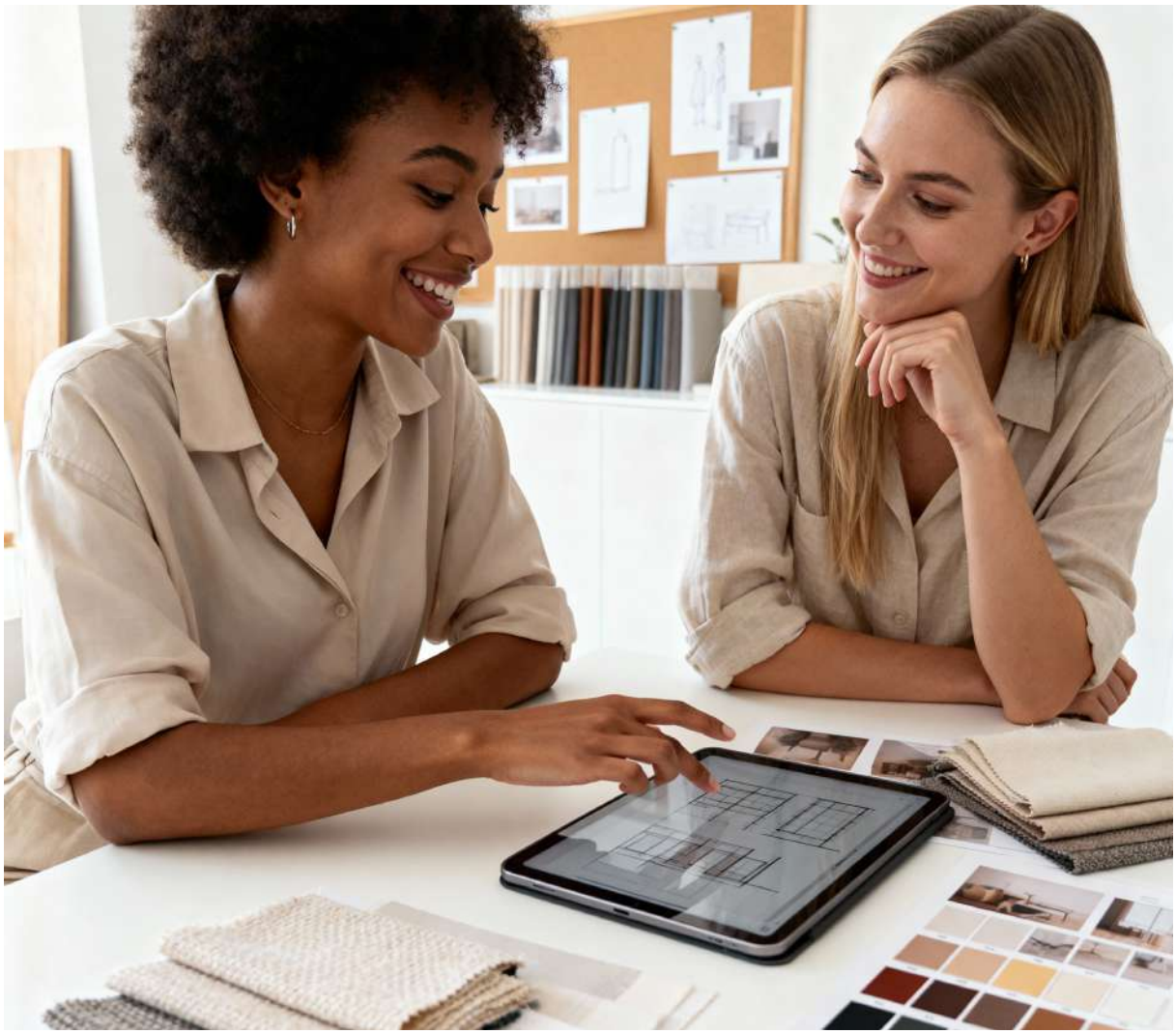
2.2. Program Overview

- **Duration:** 2 Years (24 months)
- **Structure:** 4 Semesters (15 weeks each)
- **Total Credit Hours:** 60
- **Delivery:** 100% online, with blended formats including lectures, virtual studios, and digital project simulations
- **Credential Awarded:** Associate of Applied Science (A.A.S.) in Interior Design

2.3. Program Fundamentals:

The Interior Design A.A.S. builds a strong foundation in:

- Design Principles: Elements and principles of design, color theory, space planning, and human-centered design fundamentals.
- Interior Systems & Materials: Furniture design, building systems, codes, lighting, and materials selection for functional and aesthetic environments.



- Digital Tools: AutoCAD for drafting, SketchUp for 3D modeling, Revit for BIM, and Enscape for rendering, visualization, and VR/AR applications.
- Global Context: Design history, multicultural perspectives, sustainability, and smart housing technologies applied to residential and commercial spaces.
- Professional Practice: Portfolio preparation, communication and presentation skills, internship/co-op experience, and client-centered project development.

2.4. Learning Outcomes:

Graduates of the program will be able to:

- Apply design principles, color theory, and spatial organization techniques to create functional and aesthetic interiors.
- Demonstrate proficiency in industry-standard software tools (AutoCAD, SketchUp, Revit, Enscape) for drafting, modeling, and visualization.
- Develop space plans and layouts that reflect human factors, ergonomics, accessibility, and building codes.
- Integrate sustainable and smart housing technologies into residential, commercial, and institutional design projects.
- Communicate effectively with clients and stakeholders through drawings, presentations, and digital media.
- Analyze design history and global cultural influences to inform contemporary design solutions.
- Exhibit professionalism, teamwork, and leadership in design studio settings and internship placements.
- Produce and present a comprehensive professional portfolio that showcases technical, creative, and conceptual interior design skills.

2.5. Degree Map – Associate of Applied Science (A.A.S.) in Interior Design

Semester	Course Code	Course Title	Format	Credit Hours
Year 1 – Sem 1 (15 weeks)	INDS 101	Fundamentals of Interior Design with Space Planning	Theory	3
	INDS 130	History of Interior Design	Theory	3
	INDS 120	Elements & Principles of Interior Design	Studio	3
	INDS 160	Color Theory & Visual Communication	Studio	3
	INDS 110	Technical Drawing & Graphic Communication	Studio	3
Year 1 – Sem 2 (15 weeks)	INDS 140	Building Systems for Interior Design	Theory	3
	INDS 135	Furniture Design & Construction	Studio	3
	INDS 102	Interior Design Drafting & CAD	Studio	3
	INDS 210	Interior Design Materials	Theory	3
	INDS 145	Building Codes for Interior Design	Theory	3
Year 2 – Sem 3 (15 weeks)	INDS 215	Sustainability in Interior Design	Theory	3
	INDS 220	Lighting Design for Interiors	Theory	3
	INDS 150	Interior Design Studio I: Residential Fundamentals	Studio	3
	INDS 230	Interior Design Studio II: Commercial Spaces	Studio	3
	INDS 240	Advanced Digital Design: BIM & Visualization	Studio	3
Year 2 – Sem 4 (15 weeks)	INDS 250	Interior Design Capstone Studio (Thesis Project)	Studio/ Capstone	3
	INDS 260	Professional Internship	Co-op	3
	INDS 270	Portfolio Preparation & Presentation	Studio	3
	ENGL 101	English Composition I	General Education	3
	PSYC 101	Introduction to Psychology	General Education	3

2.6. Admission Requirements

Applicants must hold a high school diploma or equivalent. Those without one may enroll by first completing the Interior Design Foundational Certificate. Applicants are encouraged to submit a creative portfolio, which may strengthen admission and allow advanced placement.

2.7. Progression Requirements

A minimum grade of "C" is required in all courses.
INDS-prefixed core courses must be taken sequentially.
General Education courses (ENGL 101, PSYC 101) are required for graduation.

2.8. Completion Requirements

Successful completion of 60 credit hours across 4 semesters.
Capstone Project, Internship, and Portfolio Review are mandatory for graduation.
Graduates are eligible to sit for the NCIDQ – IDFX Exam.

Detailed Program Narratives

2.9. Year 1 –Semester One (15 weeks)

2.9.17.1. **INDS 101 – Fundamentals of Interior Design (3 credits, Theory):** This course introduces students to the interior design profession, focusing on the design process, foundational principles, and an introduction to space planning as a core skill. Students explore the role of interior designers, design ethics, and global/inclusive perspectives, while learning how to conceptualize spatial organization through diagrams and ergonomic standards.

Topics include:

- Introduction to the design process and phases (programming concept development presentation), Human-centered and inclusive design principles, Basics of anthropometrics and ergonomics in design, Introduction to space planning: adjacency diagrams, bubble diagrams, zoning, and activity clustering, Circulation concepts and flow patterns in small spaces, Case studies of simple functional layouts (residential and institutional examples), Overview of sustainable and universal design principles in early-stage design thinking

2.9.17.2. **INDS 130 – History of Interior Design (3 credits, Theory):** Survey of interior design history from antiquity through the 19th century, emphasizing major styles, influential designers, and global cultural influences on interior spaces. Students examine historical interiors, architecture, furniture, and decorative arts across different civilizations and periods.

Topics include

- Ancient Egyptian, Greek, Roman interiors; Asian and Islamic influences; medieval, Renaissance, Baroque, and Victorian-era design developments.

2.9.17.3. **INDS 120 – Elements and Principles of Interior Design (3 credits, Studio):** Studio course building foundations in 2D and 3D design. Students learn to apply design elements (line, shape, form, texture, color) and principles of composition (balance, rhythm, emphasis, proportion) in creative interior design projects.

Topics include

Hands-on exercises in form and spatial composition, color theory basics, model-making, and critique methods to develop strong design concepts.

2.9.17.4. **INDS 160 – Color Theory and Visual Communication (3 credits, Studio):** Development of visual presentation skills for interior designers, with an emphasis on color theory and rendering techniques. Students practice color mixing, color schemes, and the psychological impact of color in spaces, while also learning perspective drawing and basic rendering (both hand-drawn and digital) to communicate design ideas.

Topics include:

the color wheel and harmonies, color psychology in interior environments, sketching one-point and two-point perspectives, marker and digital rendering, and creation of mood or presentation boards.

2.9.17.5. **INDS 110 – Technical Drawing & Graphic Communication (3 credits, Studio):** Introduction to manual drafting and sketching techniques for interior design. Students learn to produce floor plans, elevations, and sections by hand according to architectural conventions, developing precise drawing and labeling skills. *Topics include* use of drafting tools, line weights, architectural lettering, scaling and measurement, orthographic projection, and an introduction to basic visual communication techniques for designers.

Semester Credit Total: 15

2.10. Year 1 Semester Two (15 weeks)

2.10.17.1. **INDS 140 – Building Systems for Interior Design (3 credits, Theory):** This course introduces the major building systems that influence interior design, emphasizing how structural, mechanical, electrical, and plumbing systems integrate with interior spaces. Students gain knowledge

of how interiors relate to the larger building envelope and infrastructure, learning to coordinate designs with engineers and building codes. *Topics include* Overview of building structure and load-bearing systems (beams, columns, slabs, walls), Mechanical, electrical, and plumbing (MEP) systems and their implications for interiors, HVAC basics: air distribution, thermal comfort, acoustics, and energy considerations, Lighting infrastructure and integration with electrical systems, Fire protection and life-safety systems (sprinklers, alarms, egress design)

2.10.17.2. INDS 135 – Furniture Design and Construction (3 credits, Studio):

This course introduces the fundamentals of furniture design, ergonomics, and construction methods. Students explore furniture as both a functional necessity and a design element that shapes interior spaces. Emphasis is placed on material properties, joinery techniques, fabrication processes, and sustainable approaches to furniture design. Students will conceptualize, sketch, and develop furniture prototypes through digital and physical modeling. Topics include: History and evolution of furniture styles and construction methods, Ergonomics and human factors in furniture design, Materials: wood, metal, plastics, composites, and sustainable alternatives, Joinery techniques: mortise and tenon, dowels, dovetails, and modern fittings, Digital prototyping: SketchUp for 3D modeling of furniture components, Construction drawings and shop details using AutoCAD, Sustainable furniture design: adaptive reuse, circular economy, and low-impact materials, Introduction to small-scale prototyping and model-making techniques

2.10.1. INDS 102 – Interior Design Drafting & CAD (3 credits, Studio): Introduction to computer-aided drafting for interior design, building on manual drafting skills from INDS 110. Students learn to create digital floor plans and elevations using AutoCAD software, developing accuracy and efficiency in producing drawings. *Topics include* CAD drawing setup and layers, drawing and modifying floor plans in AutoCAD, notation and dimensioning standards, an introduction to basic 3D modeling tools (e.g. SketchUp) for visualization, and adherence to industry drawing conventions.

2.10.1.1. INDS 210 – Interior Design Materials (3 credits, Theory)

This course provides a comprehensive study of the materials used in interior design, examining their properties, applications, and performance. Students gain technical knowledge of how to specify appropriate materials for floors, walls, ceilings, and furnishings, and how these choices impact aesthetics, durability, function, and client satisfaction. Emphasis is placed on understanding the characteristics of both traditional and contemporary materials, as well as their installation methods and maintenance requirements. Topics include: Classification of interior materials: flooring, wall finishes, ceiling systems, textiles, furniture materials, Physical and aesthetic properties of common materials (wood, stone, glass, ceramics, metals, composites, laminates, polymers, textiles), Criteria for material selection: durability, cost, maintenance, availability, performance, Fabric types, upholstery techniques, and use of textiles in interiors, Surface finishes, coatings, and treatments for protection and aesthetics, Material performance in terms of acoustics, thermal comfort, and visual effect, Emerging innovations in materials: engineered surfaces, modular systems, composites, Introduction to specification writing for materials in design documentation

2.10.2. INDS 145 – Building Codes for Interior Design (3 credits, Theory):
This course introduces students to the principles of building codes, regulations, and standards as they apply to interior environments. Students will learn how codes ensure safety, accessibility, and sustainability in built spaces, and how designers must interpret and apply these requirements in practice. The course emphasizes the International Building Code (IBC), Americans with Disabilities Act (ADA), and other relevant regulations that **guide professional interior design work.** *Topics include*: Introduction to building codes, standards, and regulatory agencies, International Building Code (IBC) overview and its relevance to interiors, Life safety and fire protection codes (exits, sprinklers, alarms, fire-rated assemblies), Accessibility codes: ADA guidelines for ramps, doorways, restrooms, and universal design, Occupancy classifications and load requirements for interior spaces, Codes related to materials, finishes, and flammability standards, Integration of codes into design documentation (plans, elevations, details), Sustainable and energy codes (IECC, green building guidelines), Case studies of code-compliant and non-compliant design projects

Semester Credit Total: 15

2.10.3. Year 2 –Semester Three (15 weeks)

INDS 215 – Sustainability in Interior Design (3 credits, Theory):
This course introduces sustainability as a central driver in contemporary interior design. Students explore ecological design principles, circular economic practices, and wellness-oriented strategies to create interiors that are environmentally responsible and socially equitable. Emphasis is placed on integrating sustainability into real-world design projects through materials, systems, and operational strategies. *Topics include*: Principles of sustainable and regenerative design

(LEED, WELL, and Living Building Challenge frameworks), Life-cycle assessment of materials and finishes, Circular design strategies: reuse, recycling, adaptive reuse of interiors, Indoor environmental quality: air, acoustics, lighting, and thermal comfort, Water and energy efficiency in interior systems, Biophilic design and wellness-centered interiors, Case studies of sustainable residential, commercial, and public projects

2.10.3.1. **INDS 220 – Lighting Design for Interiors (3 credits, Theory):** Exploration of lighting principles and technologies for interior environments. Students study both natural and artificial lighting design to enhance functionality, mood, and efficiency in spaces. *Topics include* properties of light (color temperature, intensity, CRI), lamp and luminaire types (LED, fluorescent, etc.), foundational lighting calculations (lumens, foot-candles) to meet illumination standards, and layered lighting strategies for ambient, task, and accent lighting. The course also covers lighting controls and introduces smart lighting systems, reflecting the rise of automated and intelligent home/workspace lighting solutions, as well as energy-efficient lighting design and daylight integration.**INDS 150 – Interior Design Studio I: Residential Fundamentals (3 credits, Studio):** Project-based studio focusing on residential interior design. Students undertake a small-scale residential project (e.g. an apartment or tiny house) from initial concept through final presentation. Emphasis is on space planning for living environments, human factors and ergonomics in the home, and universal design principles for accessibility. *Topics include* bubble diagrams and adjacency matrices for residential layouts, kitchen and bath planning basics, selection of furniture and finishes for homes, integrating a home office or flexible space (reflecting modern trends of hybrid home/work environments), and creating presentation boards with plans, elevations, and material samples for a residential client.

2.10.3.2. **INDS 230 – Interior Design Studio II: Commercial Spaces (3 credits, Studio):** A studio course focusing on commercial interior design projects (such as a retail boutique, office suite, or hospitality space). Students apply advanced space planning and learn to design for public and commercial requirements, including brand identity integration and strict code compliance. *Topics include*: programming and layout planning for commercial functions, Americans with Disabilities Act (ADA) guidelines and building code compliance in space design, coordination with building systems (e.g. accommodating HVAC, electrical, and plumbing needs in the interior layout), incorporation of branding and experiential design elements, selection of commercial-grade finishes/furnishings, and sustainable design strategies for high-traffic environments. By working on a real-world scenario, students learn to balance aesthetic, functional, and regulatory considerations in a commercial interior.

2.10.3.3. **INDS 240 – Advanced Digital Design: BIM & Visualization (3 credits, Studio):** An advanced computer-based design course covering 3D modeling, Building Information Modeling (BIM), and rendering/visualization techniques for interior design. Students gain proficiency in Autodesk Revit for developing detailed interior models and integrated drawings (plans, sections, and schedules) while understanding BIM workflows. They also explore tools for realistic visualization and client presentations. *Topics include* creating and managing a BIM project for an interior space, generating construction documents and specifications from the BIM model, an introduction to 3D modeling in SketchUp for quick concept development, and using real-time rendering software (Enscape) as a plug-in to produce immersive 3D walkthroughs and virtual reality presentations of designs. The course introduces emerging technologies such as augmented reality for interactive design visualization and discusses the growing role of AI-assisted design tools in concept generation, keeping students at the forefront of design technology.

Semester Credit Total: 15

2.11. Year 2 –Semester Four (15 weeks)

2.11.3.1. **INDS 250 – Interior Design Capstone Studio (3 credits, Studio):** A culminating thesis-project studio where students independently conceptualize and develop a comprehensive interior design project of their choice (with a residential or commercial focus). This capstone project synthesizes all knowledge and skills gained throughout the program, emphasizing research-informed, human-centered design solutions and innovative problem solving. *Topics include* conducting precedent studies and user research to inform the design, developing a design concept and philosophy, advanced space planning and interior architectural detailing, integration of sustainable strategies throughout the project, and preparation of a professional presentation package (including detailed drawings, renderings, material boards, and a written concept narrative). Students are expected to produce a complete design proposal and documentation set, and to defend their project in a final juried presentation.

2.11.3.2. **INDS 260 – Professional Internship (3 credits, Elective/Co-op):** Supervised industry internship providing practical experience in an interior design firm or related organization. Students work a designated number of hours in a professional setting (which may be arranged locally or remotely) to apply classroom knowledge to real-world

projects and operations. They gain exposure to client interactions, project teamwork, and the business of interior design while building their professional network. *Topics include* on-the-job learning in areas such as drafting construction documents, sourcing materials and furniture, assisting with client presentations, and observing project management processes. Students maintain a reflective journal or report to connect their work experience with professional practice standards and ethics discussed in the classroom.

2.11.3.3. **INDS 270 – Portfolio Preparation & Presentation (3 credits, Studio):** A course dedicated to preparing a professional interior design portfolio and honing presentation skills for career readiness. Students compile their best design projects (including the capstone project) into a cohesive portfolio that can be presented digitally and in print. *Topics include* graphic layout and typography for portfolio pages, photographing and editing images of design work, writing project descriptions and design statements, assembling a digital portfolio or personal website, and strategies for job interviews and client presentations. Students practice presenting their portfolio and capstone project to peers and guest critics, incorporating feedback to improve their presentation technique and confidence.

2.11.3.4. **ENGL 101 – English Composition I (3 credits, General Education – Communication):** An academic writing course focused on developing clear written communication and research skills. Students learn strategies for composing essays, reports, and research papers, which support their ability to document design ideas and write professional reports. *Topics include* thesis development and essay organization, clarity and style in writing, how to conduct and cite research (relevant for design research or project narratives), and writing for specific purposes such as client proposals, design briefs, or concept statements.

2.11.3.5. **PSYC 101 – Introduction to Psychology (3 credits, General Education – Social/ Behavioral Science):** A survey of fundamental psychology principles, recommended for interior design students to better understand human behavior and mental processes as they relate to designed environments. The course examines how people perceive and experience space, the influence of environmental factors on mood and productivity, and basic behavioral science. *Topics include* cognitive and behavioral psychology, environmental psychology (how aspects like color, lighting, and layout affect well-being), human development and social behavior in various settings, and implications for designing supportive, inclusive spaces. This knowledge of psychology enriches the designer's ability to create interiors that positively impact occupants.

Semester Credit Total: 15

2.12. Total Program Credit Hours: 60

2.12.3.1. **Elective Notes:** General education elective courses are chosen from approved lists to complement the design curriculum (e.g. Humanities/Fine Arts, Mathematics, Communications, Social Sciences). The above sequence includes recommended electives (Art and Design History, Public Speaking, Psychology) that strengthen design literacy, communication skills, and understanding of human factors. The Math requirement should ideally be completed by the end of the first year to support quantitative skills in design work. All interior design core courses (INDS-prefixed) must be passed with a satisfactory grade to progress in the program, and the final capstone project, internship, and portfolio review must be completed to qualify for graduation.

3.

Associate of Applied Science in

Construction Management

3.1. Rationale

The construction industry is one of the most influential sectors in shaping the built environment, impacting infrastructure, housing, economic development, and sustainability on a global scale. Yet, it is also one of the most complex, requiring the seamless integration of design, engineering, finance, safety, and project management. The Associate of Applied Science in Construction Management at Design University has been created to respond to the evolving needs of this global industry by preparing graduates with both the technical competencies and management skills necessary to succeed in a competitive and rapidly changing marketplace.

Unlike traditional trade-based programs that focus narrowly on one aspect of construction, this curriculum blends construction technology, business management, sustainability practices, and digital tools into a unified learning pathway. Students learn how to read and interpret construction drawings, apply building codes, estimate costs, schedule projects, manage contracts, and ensure site safety. In parallel, they gain fluency in modern construction technologies including Building Information Modeling (BIM), digital project management platforms, and sustainability frameworks that are increasingly shaping global best practices.

The program emphasizes hands-on, project-based learning delivered through Design University's virtual studio model. Students engage in interactive simulations, collaborative projects, and real-world problem-solving that replicate construction site challenges. By graduation, they are prepared for supervisory and management-level roles across residential, commercial, and infrastructure sectors, while also building a foundation for further study in advanced construction management, architecture, or civil engineering.

This degree reflects Design University's commitment to future-proofing careers by integrating global construction trends such as green building standards, smart construction technologies, modular methods, and international regulatory frameworks into a curriculum that equips students not only to participate in the industry but to lead it.

3.2. Program Overview

- Duration: 2 Years (24 months)
- Structure: 4 Semesters (15 weeks each)
- Total Credit Hours: 60
- Delivery: 100% online, with blended formats including lectures, virtual studios, and digital project simulations
- Credential Awarded: Associate of Applied Science (A.A.S.) in Construction Management

3.3. Program Fundamentals:

The Construction Management A.A.S. builds a strong foundation in:

- Construction Technology: Materials, methods, building systems, and site operations.
- Project Management: Estimating, scheduling, contracts, safety, and project delivery systems.
- Digital Tools: BIM, CAD, construction IT systems, and digital collaboration platforms.
- Global Context: Building codes, sustainability, labor standards, and cultural approaches to construction.
- Professional Practice: Leadership, communication, negotiation, and teamwork in construction environments.

3.4. Learning Outcomes: Graduates of the program will be able to:

10. Interpret and apply construction documents, codes, and specifications to ensure safe, compliant, and efficient project delivery.
11. Demonstrate proficiency in modern construction technologies including BIM, project scheduling tools, and digital collaboration platforms.
12. Apply principles of estimating, scheduling, and financial management to effectively plan and control construction projects.
13. Implement best practices in construction safety and risk management aligned with global OSHA-equivalent standards.
14. Communicate effectively with diverse stakeholders, including clients, contractors, architects, and regulatory agencies.
15. Integrate sustainability and green building principles into construction planning and operations.
16. Demonstrate leadership and problem-solving skills in coordinating multidisciplinary construction teams and processes.
17. Develop a professional portfolio of construction management projects that showcase technical, managerial, and digital skills.

3.5. Degree Map – Associate of Applied Science (A.A.S.) in Construction Management

Semester	Course Code	Course Title	Format	Credit Hours
Year 1 – Sem 1 (15 weeks)	CMGT 101	Introduction to Construction Management	Theory	3
	CMGT 161	Building Materials & Construction Methods I	Theory	3
	CMGT 263	Understanding Construction Drawings	Studio	3
	CMGT 261	Construction Safety	Theory	3
	ENGL 101	English Composition I	General Education	3
Semester Total				**15**
Year 1 – Sem 2 (15 weeks)	CMGT 162	Building Materials & Construction Methods II	Theory	3
	CMGT 262	Building Codes	Theory	3
	CMGT 265	Information Technologies in Construction	Studio	3
	CMGT 251	Construction Surveying	Studio	3
	PSYC 101	Introduction to Psychology	General Education	3
Semester Total				15
Year 2 – Sem 3 (15 weeks)	CMGT 163	Building Materials & Construction Methods III	Theory	3
	CMGT 266	Building Systems I	Theory	3
	CMGT 267	Building Systems II	Theory	3
	CMGT 363	Estimating I	Studio	3
	CMGT 361	Construction Project Management	Theory	3
Semester Total				**15**
Year 2 – Sem 4 (15 weeks)	CMGT 364	Estimating II	Studio	3
	CMGT 240	Economic Planning for Construction	Theory	3
	CMGT 355	Sustainability in Construction	Theory	3
	CMGT 375	BIM in Construction	Studio	3
	CMGT 270	Capstone Project in Construction Management	Capstone	3
Semester Total				**15**

3.6. Detailed Course Narratives

3.7. Year 1 –Semester One (15 weeks)

3.7.1. CMGT 101 – Introduction to Construction Management (3 credits, Theory):

Introduction to the construction industry, its history, career paths, and management principles. Students gain an overview of project delivery systems, industry roles, and organizational structures.
Topics include:

- History and evolution of the construction industry
- Roles of owners, architects, engineers, and contractors
- Construction industry sectors: residential, commercial, infrastructure
- Project delivery systems (Design-Bid-Build, Design-Build, CM at Risk)
- Basic principles of construction project management
- Career pathways in construction management

3.7.2. CMGT 161 – Building Materials & Construction Methods I (3 credits, Theory):

Study of construction materials and their applications in early-stage building systems. Focus is placed on selection, procurement, and integration of foundational materials.

Topics include:

- Foundations and excavation methods
- Soil considerations and site preparation
- Wood framing: structural systems and detailing
- Structural steel framing systems
- Selection, specification, and quality control of materials
- Environmental and performance considerations in early-stage construction

3.7.3. CMGT 263 – Understanding Construction Drawings (3 credits, Studio):

Hands-on exploration of construction documents, including drawings, details, sections, and schedules. Students develop the ability to interpret and use documents for bidding and execution.

Topics include:

- Reading plans, elevations, and sections
- Details and graphic standards in construction drawings
- Quantities, schedules, and specifications
- Residential vs. commercial construction drawings
- Using construction documents in estimating and bidding

3.7.4. CMGT 261 – Construction Safety (3 credits, Theory):

Introduction to construction safety principles, OSHA standards, and best practices for reducing risk on construction sites.

Topics include:

- OSHA regulations and compliance
- Hazard communication and jobsite signage
- Fire prevention and safety protocols
- Fall protection systems and scaffolding safety
- Heavy equipment and electrical safety
- Personal protective equipment (PPE) and safety culture
-

3.7.5. ENGL 101 – English Composition I (3 credits, General Education):

Focus on academic and technical writing with an emphasis on construction-related contexts.

Topics include:

- Grammar and structure of professional writing
- Research methods and citation styles
- Writing technical reports and memos
- Proposal writing and documentation in construction projects
- Clarity and conciseness in client communication

3.8. Year 1 – Semester Two (15 weeks)

3.8.1. CMGT 162 – Building Materials & Construction Methods II (3 credits, Theory):

Continuation of CMGT 161 with emphasis on concrete and masonry systems.

Topics include:

- Cast-in-place and precast concrete systems
- Reinforced concrete and steel reinforcement basics
- Brick and concrete masonry units (CMU)
- Reinforced masonry construction
- Structural performance and durability considerations

3.8.2. CMGT 262 – Building Codes (3 credits, Theory):

Introduction to building codes and standards for ensuring safety and compliance.

Topics include:

- Overview of international and national building codes
- ADA requirements for accessibility
- Occupancy classification and load requirements
- Fire safety and life safety codes
- Application of codes in construction documentation

3.8.3. CMGT 265 – Information Technologies in Construction (3 credits, Studio):

Exploration of IT systems that support construction processes, including BIM and collaborative platforms.

Topics include:

- Introduction to BIM and CAD in construction
- Digital collaboration platforms (Procore, Navisworks)
- Data management and construction IT standards
- IT in estimating, scheduling, and project control
- Case studies of IT adoption in construction projects

3.8.4. CMGT 251 – Construction Surveying (3 credits, Studio):

Introduction to surveying tools and methods used in construction layout and site planning.

Topics include:

- Plane and topographic surveying methods
- GPS and satellite positioning systems
- Use of surveying instruments (theodolites, total stations)
- Construction staking and site layout
- Geomatics and digital surveying applications

3.8.5. PSYC 101 – Introduction to Psychology (3 credits, General Education):

Study of psychology principles with applications to construction safety, teamwork, and leadership.

Topics include:

- Fundamentals of human behavior
- Motivation and productivity in teams
- Environmental and organizational psychology
- Safety culture and risk perception in construction
- Human factors in project performance

3.8.6. Year 2 – Semester Three (15 weeks)

CMGT 163 – Building Materials & Construction Methods III (3 credits, Theory): Study of advanced building materials and finishing systems in modern construction.

Topics include:

- Roofing systems and weatherproofing
- Glass and glazing systems
- Window and door systems
- Cladding and façade systems
- Interior finish materials and installation methods

3.8.7. CMGT 266 – Building Systems I (3 credits, Theory):

Introduction to mechanical systems in construction and their integration with building design.

Topics include:

- Heating, ventilation, and air conditioning (HVAC) fundamentals
- Air distribution systems and ductwork coordination
- Thermal comfort and building performance
- Integration of HVAC with structural and architectural systems
- Mechanical systems and energy efficiency considerations

3.8.8. CMGT 267 – Building Systems II (3 credits, Theory):

Continuation of CMGT 266 with a focus on electrical and vertical systems.

Topics include:

- Electrical distribution systems in buildings
- Lighting systems and controls
- Data, signal, and communication systems
- Vertical transportation: elevators and escalators
- Coordination of electrical and architectural systems

3.8.9. CMGT 363 – Estimating I (3 credits, Studio):

Introduction to estimating and quantity takeoff for construction projects.

Topics include:

- Fundamentals of cost estimating
- Material quantity survey techniques

- Approximate vs. detailed methods of estimating
- Computer applications in estimating
- Introduction to cost databases and productivity factors

3.8.10. CMGT 361 – Construction Project Management (3 credits, Theory):

Introduction to project planning, scheduling, and management systems in construction.

Topics include:

- Principles of project planning and scheduling
- Critical path method (CPM) basics
- Resource allocation and project controls
- Quality management systems in construction
- Leadership, communication, and decision-making in project management

3.9. Year 2 – Semester Four (15 weeks)

3.9.1. CMGT 364 – Estimating II (3 credits, Studio):

Advanced estimating techniques focusing on bidding and cost analysis.

Topics include:

- Pricing of labor, equipment, and materials
- Subcontractor pricing and negotiations
- Jobsite direct and indirect costs
- Productivity and efficiency factors
- Preparing and submitting competitive bids

3.9.2. CMGT 240 – Economic Planning for Construction (3 credits, Theory):

Study of economic decision-making in construction projects.

Topics include:

- Cash flow management in construction projects
- Present worth and equivalent annual worth analyses
- Rate of return and risk analysis
- Benefit-cost analysis for infrastructure projects
- Economic feasibility studies and investment decision-making

3.9.3. CMGT 355 – Sustainability in Construction (3 credits, Theory):

Introduction to sustainable design and construction practices.

Topics include:

- Green building principles and LEED certification
- Energy efficiency and renewable energy integration
- Sustainable material selection and waste reduction
- Water efficiency and site sustainability practices
- Case studies of sustainable construction projects

3.9.4. CMGT 375 – BIM in Construction (3 credits, Studio):

Hands-on introduction to Building Information Modeling (BIM) and its applications.

Topics include:

- Fundamentals of 3D BIM modeling
- Clash detection and coordination
- 4D visual scheduling and logistics
- 5D estimating and cost integration
- BIM applications in facility management

3.9.5. CMGT 270 – Capstone Project in Construction Management (3 credits, Capstone): Culminating project integrating all areas of construction management. Students simulate the role of a construction manager, applying estimating, scheduling, safety, and BIM coordination to a real-world project scenario.

Topics include:

- Capstone project proposal and planning
- Development of project schedule and cost estimate
- Integration of BIM into project planning and execution
- Application of codes, safety, and sustainability requirements
- Final written report, digital deliverables, and oral presentation to a review panel

4.

Associate of Applied Science in

Graphic Design

4.1. Rationale

Graphic design now spans brand systems, motion, product interfaces, and content that must be inclusive, verifiable, and AI-aware. Creative work is converging across print, web, mobile, and experiential media; motion graphics and on-screen typography are mainstream; and design teams increasingly expect fluency with collaborative, cloud tools and generative workflows. Trend monitors from Adobe and Figma highlight AI-assisted ideation and production, rapidly growing motion/immersive aesthetics, and the centrality of multiplayer design platforms in everyday practice, underscoring the tools and thinking new designers need on day one.

Simultaneously, the bar for accessibility and trust is rising: WCAG 2.2 adds testable criteria designers must meet for digital products, and the Content Authenticity Initiative/C2PA standard is spreading across the creative ecosystem to help prove provenance and label AI-assisted media. These aren't optional extras—they're the new literacy of professional practice.

To keep graduates employable globally, this curriculum builds typography and visual systems depth, brand and information design, motion and interaction, AI & 3D foundations, production for print and screen, and ethics/IP & content credentials—mirroring time-tested pillars you'd expect in established catalogs (e.g., Typography, Production, Motion Graphics, Web Graphics, Visual Communication) while pushing into the skills employers now request

4.2. Program Overview

- **Duration:** 2 Years (24 months)
  Structure: 4 Semesters (15 weeks each)
  Total Credit Hours: 60
  Delivery: 100% online, with blended formats including lectures, virtual studios, and digital project simulations
  Credential Awarded: Associate of Applied Science (A.A.S.) in Graphic Design

4.3. Program Fundamentals

The Graphic Design A.A.S. builds a strong foundation in:

1. **Design Core:** Visual principles, composition, color, drawing for designers, typography I–II, and visual systems.
2. **Brand & Information Design: I**dentity, systems, guidelines, publication/production for print & digital, and data visualization.
3. **Digital & Interactive:** Web/UX/UI patterns, on-screen typography, and design systems (Figma-style collaborative workflows).
4. **Motion & Emerging Media:** Motion graphics and animation fundamentals; intros to 3D/AR for brand storytelling.
5. **AI-Assisted Practice:** Prompt craft for ideation, image synthesis, layout assists, and ethical use aligned with content provenance.
6. **Accessibility & Trust:** WCAG 2.2 for inclusive interfaces; Content Credentials (C2PA) for provenance.
7. **Professional Practice:** Portfolio, freelancing/entrepreneurship, IP/contract basics, client communication.

4.4. Learning Outcomes

- Graduates of the program will be able to:
- Craft typographic and visual systems across print and screen, demonstrating hierarchy, readability, and brand coherence.
- Design accessible digital products that meet WCAG 2.2 success criteria and document decisions for stakeholders.
- Prototype and ship interactive work using collaborative, cloud design platforms and contemporary web/UX conventions.
- Produce motion graphics to enhance brand narratives and product communication.
- Apply AI responsibly for ideation, production, and asset generation, while labeling provenance with Content Credentials where applicable.
- Execute production-ready assets for print and digital, understanding color management, formats, and prepress.
- Synthesize research into brand and information design artifacts (identity, guidelines, infographics, data stories).
- Present a professional portfolio and communicate design decisions to clients and cross-functional teams.

4.5. Degree Map – Associate of Applied Science (A.A.S.) in Graphic Design

Semester	Course Code	Course Title	Format	Credits
Year 1 – Sem 1 (15 weeks)	GRDS 101	Foundations of Graphic Design	Studio	3
	GRDS 120	Typography I	Studio	3
	GRDS 130	Digital Imaging I: Photoshop & Illustrator	Studio	3
	GRDS 140	Design History & Visual Culture	Theory	3
	ENGL 101	English Composition I	Gen Ed	3
Semester total				15
Year 1 – Seem 2 (15 weeks)	GRDS 121	Typography II	Studio	3
	GRDS 131	Digital Imaging II: Production & Prepress	Studio	3
	GRDS 150	Brand Identity I	Studio	3
	GRDS 160	Web & Interactive Design I	Studio	3
	PSYC 101	Psychology of Perception for Designers	Gen Ed	3
Semester total				**15**
Year 2 – Sem 3 (15 weeks)	GRDS 210	Motion Graphics I	Studio	3
	GRDS 220	UX/UI Design Systems	Studio	3
	GRDS 230	Data Visualization & Information Design	Studio	3
	GRDS 240	Packaging & Environmental Graphics	Studio	3
	GRDS 250	Ethics, IP & Content Authenticity	Theory	3
Semester total				**15**
Year 2 – Sem 4 (15 weeks)	GRDS 260	Advanced Projects: Multiplatform Campaign	Studio	3
	GRDS 270	Portfolio & Professional Practice	Studio	3
	GRDS 280	Internship / Co-operative Experience	Co-op	3
	GRDS 275	AI-Assisted Design & Emerging Media	Studio	3
	GRDS 165	Web & Interactive Design II	Studio	3
Semester total				**15**

4.6. Program Requirements Narrative – A.A.S. in Graphic Design

4.7. Admission Requirements

Applicants must hold a high school diploma or equivalent. Those without may first complete the Foundational Certificate in Graphic Design before entry into the A.A.S. program. Submission of a creative portfolio is encouraged and may strengthen admission; in some cases, portfolios may also be used to grant advanced placement or elective credit. Applicants must be at least 18 years old (or 17 with parental consent) to enroll.

4.8. Progression Requirements

Students must achieve a minimum grade of "C" in all courses to progress.

Core GRDS-prefixed courses (e.g., Typography, Digital Imaging, Brand Identity, UX/UI) must be taken in sequence.

General Education courses (ENGL 101, PSYC 101) are mandatory and must be completed for graduation.

Students are expected to participate in critiques, collaborative projects, and digital studio simulations as part of progression.

4.8.1. Completion Requirements

- Successful completion of 60 credit hours across four semesters (24 months).
- Completion of a Capstone Project (GRDS 260), Internship/Co-op (GRDS 280), and Portfolio & Professional Practice (GRDS 270).
- Submission of a final professional portfolio that demonstrates technical proficiency in typography, digital tools (Adobe Creative Cloud, Figma, etc.), motion graphics, branding, and emerging media.
- Graduates will be prepared for entry-level roles in graphic design, digital media, branding, UX/UI, and motion design, or to continue into advanced studies.

4.9. Detailed Course Narratives

4.10. Year 1 – Fall Semester (15 weeks)

4.10.1. GRDS 101 – Foundations of Graphic Design (3 credits, Studio): Introduction to visual communication principles and design thinking. Students explore composition, balance, contrast, hierarchy, and the creative process through hands-on projects and critiques.

Topics include:

- Elements and principles of design
- Visual hierarchy and composition strategies
- Gestalt principles in visual communication
- Color theory fundamentals
- Introduction to critique and design iteration

4.10.2. GRDS 120 – Typography I (3 credits, Studio): Study of letterforms, typographic systems, and basic applications for print and digital media. Students gain practical experience in typesetting and hierarchy.

Topics include:

- Anatomy of letterforms
- Typographic classification and terminology
- Establishing hierarchy with type
- Grid-based page design
- Integrating type and image

4.10.3. GRDS 130 – Digital Imaging I: Photoshop & Illustrator (3 credits, Studio): Hands-on introduction to raster and vector graphics. Students learn to create and manipulate digital imagery using industry-standard software.

Topics include:

- Photoshop: photo correction, compositing, retouching
- Illustrator: vector illustration and logo design
- File formats, resolution, and output standards
- Non-destructive editing and workflows
- Preparing images for print and digital platforms

4.10.4. GRDS 140 – Design History & Visual Culture (3 credits, Theory): Survey of the history of graphic design and its cultural impact, from early printing to contemporary digital culture.

Topics include:

- Origins of graphic communication
- Movements: Bauhaus, Modernism, Postmodernism
- Global contributions to design history
- The role of design in shaping culture and politics
- Contemporary visual culture and media literacy

4.10.5. ENGL 101 – English Composition I (3 credits, General Education): Focus on academic and professional writing skills, with application to design contexts.

Topics include:

- Academic writing structure
- Research and citation practices
- Writing design briefs and proposals
- Editing and clarity for professional communication
- Critical analysis of visual texts

4.11. Year 1 – Spring Semester (15 weeks)

4.11.1. GRDS 121 – Typography II (3 credits, Studio): Continuation of Typography I, focusing on extended typesetting and digital typography. Students learn how to design for screens and long-form content.

Topics include:

- Advanced typographic grids
- Paragraph-level design and spacing refinements
- Variable fonts and web typography
- Typesetting for publications and editorial design
- On-screen legibility and interaction

4.11.2. GRDS 131 – Digital Imaging II: Production & Prepress (3 credits, Studio): Advanced study of image preparation for production. Students develop knowledge of color systems, prepress, and output methods.

Topics include:

- CMYK vs. RGB color systems
- ICC profiles and color calibration
- Prepress workflow for print projects
- Output file formats and specifications
- Preparing assets for large-scale or multi-platform campaigns

4.11.3. GRDS 150 – Brand Identity I (3 credits, Studio): Introduction to the design of brand systems and identity. Students develop logo concepts and apply them across multiple touchpoints.

Topics include:

- Brand strategy and positioning basics
- Logo design and iteration
- Visual identity systems (typography, color palettes, graphic devices)
- Creating brand guidelines
- Client presentation techniques

4.11.4. GRDS 160 – Web & Interactive Design I (3 credits, Studio): Exploration of digital design principles for websites and apps. Students learn fundamentals of user experience (UX) and interface design (UI).

Topics include:

- UX research and wireframing
- Information architecture
- Responsive design principles
- Accessibility and WCAG 2.2 standards
- Prototyping in collaborative platforms (e.g., Figma)

4.11.5. PSYC 101 – Psychology of Perception for Designers (3 credits, General Education): Study of how people perceive and process visual information. Students apply psychological principles to enhance design effectiveness.

Topics include:

- Human perception and visual cognition
- Color and emotion in perception
- Attention, memory, and information design
- Human factors in digital interaction
- Psychology of branding and consumer behavior

4.12. Year 2 – Fall Semester (15 weeks)

4.12.1. GRDS 210 – Motion Graphics I (3 credits, Studio): Introduction to animation principles and motion graphics. Students create kinetic type and animated visual elements.

Topics include:

- Principles of animation (timing, easing, anticipation)
- Type in motion
- Storyboarding and animatics
- Adobe After Effects basics
- Motion for brand storytelling

4.12.2. GRDS 220 – UX/UI Design Systems (3 credits, Studio): Advanced exploration of digital design systems for interactive media.

Topics include:

- Component-driven design and design tokens
- Accessibility audits and inclusive interfaces
- Micro-interactions and usability patterns
- Prototyping and developer handoff
- Collaborative workflows in Figma or XD

4.12.3. GRDS 230 – Data Visualization & Information Design (3 credits, Studio): Designing information-rich graphics for clarity and engagement.

Topics include:

- Visual encoding and chart types

- Infographics and storytelling with data
- Mapping and geospatial visualization
- Accessibility and ethics in data communication
- Tools for interactive data graphics

4.12.4. GRDS 240 – Packaging & Environmental Graphics (3 credits, Studio):
Exploration of packaging design and large-scale graphic applications.

Topics include:

- Packaging structures and dielines
- Material choices and sustainability
- Environmental and wayfinding systems
- Branding through spatial graphics
- Case studies in packaging and retail environments

4.12.5. GRDS 250 – Ethics, IP & Content Authenticity (3 credits, Theory):
Study of ethical frameworks and legal considerations in design practice.
Topics include:

- Copyright and licensing basics
- Intellectual property and contracts
- Ethics of AI-assisted design
- Content provenance and C2PA standards
- Case studies in design ethics and controversies

4.13. Year 2 – Spring Semester (15 weeks)

4.13.1. GRDS 260 – Advanced Projects: Multiplatform Campaign (3 credits, Studio):
Capstone studio where students design a unified campaign across print, digital, and motion.

Topics include:

- Campaign concept development
- Cross-platform consistency
- Scheduling and production planning
- Collaboration and critique
- Final presentation to a review panel

4.13.2. GRDS 270 – Portfolio & Professional Practice (3 credits, Studio):
Preparation of a professional design portfolio for employment or freelance practice.

Topics include:

- Curating and refining design projects
- Digital and print portfolio formats
- Resume and case study writing
- Preparing client proposals and contracts
- Mock interviews and critiques

4.13.3. GRDS 280 – Internship / Co-operative Experience (3 credits, Co-op):
Professional field experience in a design studio, agency, or in-house team.

Topics include:

- Applying design skills in a workplace context
- Time and project management
- Team collaboration and client communication
- Reflective practice and reporting
- Portfolio documentation of internship work

4.13.4. GRDS 275 – AI-Assisted Design & Emerging Media (3 credits, Studio):
Exploration of AI tools and emerging technologies in design.

Topics include:

- Generative AI for ideation and production
- Prompt crafting and workflows
- Introduction to 3D and AR tools
- AI ethics and authenticity standards
- Incorporating emerging media into campaigns

4.13.5. GRDS 165 – Web & Interactive Design II (3 credits, Studio):
Continuation of Web & Interactive Design I, with a focus on advanced interaction and accessibility.

Topics include:

- Advanced prototyping and micro-interactions
- Performance optimization for digital products
- WCAG 2.2 compliance at AA level
- Designing for multiple platforms and devices
- Usability testing and iteration

5.

Associate of Applied Science in

Product Design

5.1. Rationale

Product design today sits at the intersection of creativity, technology, and sustainability. As industries evolve toward circular economies, smart products, digital fabrication, and human-centered design, the role of the product designer has expanded beyond aesthetics into systems thinking and innovation. The global industry increasingly expects designers to be fluent in 3D modeling, CAD/BIM, rapid prototyping, and embedded technologies, while also balancing usability, accessibility, cultural literacy, and environmental impact.

Design University's A.A.S. in Product Design has been developed to meet these demands. This two-year program prepares graduates for careers in industrial design, consumer products, furniture, wearables, packaging, and emerging product-service systems. The curriculum blends hands-on studio making with digital design tools, grounding students in design fundamentals while advancing into smart technologies, sustainable practices, and entrepreneurship. By graduation, students emerge as globally literate, digitally fluent designers capable of shaping the next generation of products and experiences.

5.2. Program Overview

Duration: 2 Years (24 months)
Structure: 4 Semesters (15 weeks each)
Total Credit Hours: 60
Delivery: 100% online, with blended formats including lectures, virtual studios, and digital project simulations
Credential Awarded: Associate of Applied Science (A.A.S.) in Product Design

5.3. Program Fundamentals

5.3.1. The Product Design A.A.S. builds a strong foundation in:

8. **Design Core:** Drawing, form, design thinking, human factors, and visual communication.
9. **Materials & Making:** Applied materials, prototyping, fabrication, rapid manufacturing, and soft goods.
10. **Digital Tools:** CAD, digital visualization, 3D modeling, rendering, and additive manufacturing.
11. **Smart & Sustainable Design:** Integration of electronics, IoT, and sustainable product systems.
12. **Global Context:** Design history, cultural perspectives, ethics, and climate futures.
13. **Professional Practice:** Portfolio development, design entrepreneurship, and internship/ co-op experience.

5.4. Learning Outcomes

Graduates of the program will be able to:

- Apply human-centered design principles to create safe, usable, and desirable products.
- Demonstrate proficiency in CAD, 3D modeling, rendering, and rapid prototyping.
- Integrate materials knowledge into product solutions that balance function, durability, and sustainability.
- Employ design thinking to frame and solve problems through iterative prototyping.
- Develop smart and connected products using embedded technologies and digital fabrication.
- Evaluate and apply sustainable design frameworks and ethical practices to reduce environmental impact.
- Communicate design intent effectively through sketches, renderings, and digital/physical prototypes.
- Present a professional portfolio showcasing product design projects across consumer, industrial, and speculative contexts.

5.5. Degree Map – Associate of Applied Science (A.A.S.) in Product Design

Semester	Course Code	Course Title	Format	Credit Hours
Year 1 – Sem 1 (15 weeks)	PROD 101	History & Analysis of Product Design	Theory	3
	PROD 111	Drawing & Visual Communication for Product Design	Studio	3
	PROD 120	Form & 3D Composition Studio	Studio	3
	PROD 130	Design Thinking & Problem-Solving	Theory/Studio	3
	ENGL 101	English Composition I	General Education	3
Semester Total				**15**
Year 1 – Sem 2 (15 weeks)	PROD 140	Human Factors in Product Design	Theory	3
	PROD 150	CAD for Product Design I	Studio	3
	PROD 160	Applied Making & Prototyping I	Studio	3
	PROD 170	Materials in Product Design	Theory	3
	PSYC 101	Introduction to Psychology	General Education	3
Semester Total				**15**
Year 2 – Sem 3 (15 weeks)	PROD 210	Sustainable & Ethical Product Design	Theory	3
	PROD 220	CAD & Visualization II	Studio	3
	PROD 230	Applied Making & Prototyping II	Studio	3
	PROD 240	Smart Products & Tangible Interaction	Studio	3
	COMM 105	Communication & Presentation for Designers	General Education	3
Semester Total				**15**
Year 2 – Sem 4 (15 weeks)	PROD 250	Product Systems & Entrepreneurship	Theory	3
	PROD 260	Interdisciplinary Design Studio (Capstone)	Capstone Studio	3
	PROD 270	Applied Materials & Manufacturing	Theory/Studio	3
	PROD 280	Professional Practice & Portfolio	Studio	3
	PROD 290	Internship / Co-operative Experience	Co-op	3
Semester Total				**15**

5.6. Program Requirements

5.6.1. Admission Requirements
Applicants must hold a high school diploma or equivalent. Those without may enroll after completing the Foundational Certificate in Product Design. Portfolios are recommended and may strengthen applications.

5.7. Progression Requirements

- Students must earn a minimum grade of "C" in all courses.
- Core PROD courses must be taken sequentially.
- General Education courses (ENGL 101, PSYC 101, COMM 105) required for graduation.

5.8. Completion Requirements

- Completion of 60 credit hours across 4 semesters.
- Successful completion of Capstone Studio, Internship, and Portfolio.
- Graduates will be prepared for entry-level roles in product/industrial design, prototyping, and design entrepreneurship, and are eligible to pursue advanced study.

5.9. Detailed Course Narratives

5.10. Year 1 – Fall Semester (15 weeks)

5.10.1. PROD 101 – History & Analysis of Product Design (3 credits, Theory):
Survey of product design history and its impact on society. Students explore the evolution of design from industrial revolutions to contemporary practice, examining the social, cultural, and technological forces that shaped products.

Topics include:

- Industrial revolutions and product evolution
- Iconic designers and movements (Bauhaus, Modernism, Postmodernism)
- Global perspectives in product design
- Consumerism, culture, and product identity
- Critical analysis of contemporary product design trends

5.10.2. PROD 111 – Drawing & Visual Communication for Product Design (3 credits, Studio):
Introduction to drawing and sketching as primary tools for product ideation. Students develop visualization skills to communicate ideas quickly and effectively.

Topics include:

- Freehand sketching and perspective drawing
- Rendering materials and surface finishes
- Rapid ideation sketching for concepts
- Storyboarding and sequential visuals
- Digital drawing tools for visualization

5.10.3. PROD 120 – Form & 3D Composition Studio (3 credits, Studio):
Exploration of form through abstract 3D exercises and modeling. Students develop an understanding of the semantics of shape, proportion, and balance.

Topics include:

- Principles of 3D form and proportion
- Abstract exercises in shape exploration
- Semantic analysis of forms (symbolism, meaning)
- Foam and clay model-making techniques
- Critiques of form and composition in product design

5.10.4. PROD 130 – Design Thinking & Problem-Solving (3 credits, Theory/Studio):
Introduction to design thinking as a structured approach to solving problems. Students learn human-centered design methods through iterative processes.

Topics include:

- The design thinking process (empathize, define, ideate, prototype, test)
- User research methods and personas
- Brainstorming and idea generation techniques
- Low-fidelity prototyping methods
- Reflection and iteration cycles

5.10.5. ENGL 101 – English Composition I (3 credits, General Education):
Academic and professional writing for designers. Students learn to compose research papers, design briefs, and client documents.

Topics include:

- Grammar, structure, and clarity in writing
- Research and citation practices
- Writing design proposals and reports
- Editing for professional communication
- Critical analysis of design texts

5.11. Year 1 – Spring Semester (15 weeks)

5.11.1. PROD 140 – Human Factors in Product Design (3 credits, Theory):
Study of ergonomics and human factors in product design. Students learn to design for usability, comfort, and safety.

Topics include:

- Anthropometrics and ergonomics in product use
- Cognitive psychology and product usability
- Safety standards and human error analysis
- Inclusive and accessible design principles
- Case studies in user-centered product design

5.11.2. **PROD 150 – CAD for Product Design I (3 credits, Studio):**
Introduction to computer-aided design tools for product designers. Students learn foundational 3D modeling and digital workflows.

Topics include:

- Basics of CAD environments (SolidWorks, Fusion 360)
- Sketching and parametric modeling
- Assemblies and constraints
- Generating digital drawings and documentation
- Exporting files for prototyping and fabrication

5.11.3. **PROD 160 – Applied Making & Prototyping I (3 credits, Studio):**
Hands-on introduction to prototyping skills, materials, and workshop methods. Students build simple models to test form and function.

Topics include:

- Model-making techniques in foam, cardboard, and clay
- Safe use of hand and power tools
- Rapid prototyping processes
- Prototyping as part of the design cycle
- Documentation of prototypes and testing results

5.11.4. **PROD 170 – Materials in Product Design (3 credits, Theory):**
Exploration of materials commonly used in product design and their properties. Students study selection criteria for function, durability, and aesthetics.

Topics include:

- Properties of wood, metal, plastics, and composites
- Material performance (strength, durability, flexibility)
- Sustainability in material choices
- Manufacturing implications of material selection
- Material libraries and digital resources

5.11.5. **PSYC 101 – Introduction to Psychology (3 credits, General Education):**
Introduction to psychological principles relevant to design. Students study perception, cognition, and decision-making.

Topics include:

- Fundamentals of human perception and cognition
- Attention and memory in product use
- Creativity and problem-solving in design
- Group behavior and teamwork dynamics
- Psychology of consumer choices

5.12. Year 2 – Fall Semester (15 weeks)

5.12.1. **PROD 210 – Sustainable & Ethical Product Design (3 credits, Theory):**
Examination of sustainability and ethics in product design. Students learn how to create environmentally responsible and socially equitable products.

Topics include:

- Circular design principles and life-cycle assessment
- Eco-materials and green design frameworks
- Design for disassembly and recycling
- Climate futures and ethical responsibilities of designers
- Case studies in sustainable product innovation

5.12.2. **PROD 220 – CAD & Visualization II (3 credits, Studio):**
Advanced 3D modeling and visualization techniques for product designers. Students produce detailed digital models and renderings.

Topics include:

- Parametric and surface modeling
- Assemblies and advanced constraints
- Rendering for photorealism (KeyShot, Blender, V-Ray)
- Motion studies and exploded views
- Preparing models for additive manufacturing

5.12.3. **PROD 230 – Applied Making & Prototyping II (3 credits, Studio):**
Exploration of digital fabrication methods and advanced prototyping. Students apply CNC, 3D printing, and laser cutting to produce models.

Topics include:

- Additive manufacturing (3D printing processes)
- Subtractive manufacturing (CNC machining, milling)
- Laser cutting and engraving
- Integration of electronics in prototypes
- Mid-fidelity product prototyping

5.12.4. **PROD 240 – Smart Products & Tangible Interaction (3 credits, Studio):**
Design and prototyping of smart and interactive products. Students experiment with IoT devices and responsive objects.

Topics include:

- Embedded electronics and microcontrollers (Arduino, Raspberry Pi)
- Internet of Things (IoT) for product design
- Sensors and actuators in responsive products
- Tangible interfaces and product interaction design
- Ethical considerations in connected products

5.12.5. COMM 105 – Communication & Presentation for Designers (3 credits, General Education): Focus on communication skills for design professionals. Students practice presenting projects effectively to diverse audiences.

Topics include:

- Oral presentation and public speaking
- Visual storytelling for product pitches
- Effective critique and peer review methods
- Client communication strategies
- Interview and professional networking skills

5.13. Year 2 – Spring Semester (15 weeks)

5.13.1. PROD 250 – Product Systems & Entrepreneurship (3 credits, Theory): Study of product systems, entrepreneurship, and design business models. Students explore product-service ecosystems and start-up strategies.

Topics include:

- Introduction to product-service systems
- Business models for product design
- Intellectual property and patents
- Entrepreneurial thinking in design
- Case studies of design-led start-ups

5.13.2. PROD 260 – Interdisciplinary Design Studio (3 credits, Capstone Studio): Capstone project integrating knowledge and skills from across the curriculum. Students collaborate on real-world product design challenges.

Topics include:

- Defining project briefs with interdisciplinary teams
- User research and prototyping cycles
- Integration of sustainability and smart technology
- Development of final product proposals
- Presentation to review panels and industry professionals

5.13.3. PROD 270 – Applied Materials & Manufacturing (3 credits, Theory/Studio): Examination of advanced materials and manufacturing processes. Students design for manufacturability at scale.

Topics include:

- Design for manufacturing (DFM) principles
- Advanced composites and nanomaterials
- Batch vs. mass production systems
- Supply chain and logistics in product manufacturing
- Case studies in innovative production methods

5.13.4. PROD 280 – Professional Practice & Portfolio (3 credits, Studio): Preparation for professional entry into the design field. Students build portfolios and learn industry practices.

Topics include:

- Portfolio curation (digital and physical)
- Resume and career documentation
- Client proposals and contracts
- Freelancing and entrepreneurship
- Mock interviews and critiques

5.13.5. PROD 290 – Internship / Co-operative Experience (3 credits, Co-op): Supervised work placement in a design studio or company. Students apply knowledge in real-world contexts.

Topics include:

- Workplace roles and responsibilities
- Teamwork in cross-functional design environments
- Time and project management in practice
- Reflective reporting on internship experiences
- Integration of professional feedback into portfolio

6.

Associate of Applied Science in

Animation

6.1. Rationale

Animation today blends classical principles with real-time engines, open standards, procedural workflows, and AI-assisted production. Studios increasingly rely on OpenUSD to move assets between DCC tools, engines, and departments; a shift formalized by the Alliance for OpenUSD's 2024–2025 workstreams and growing multi-industry participation (manufacturing, AEC, M&E). Building literacy in OpenUSD and interoperable pipelines is becoming table stakes for junior talent.

On the production side, virtual production and real-time previs in Unreal Engine 5 have moved from experiment to everyday craft, changing how teams block shots, iterate lighting, and collaborate. Graduates who can animate for both offline and real-time contexts are more employable across film, series, games, and immersive media.

Color fidelity now matters across the entire pipeline. With ACES/OpenColorIO (OCIO) widely supported (including in After Effects), color management can't be an afterthought; junior artists must understand linear workflows, device transforms, and delivery.

Meanwhile, generative video models (e.g., Runway Gen-3 Alpha; OpenAI Sora) are reshaping previsualization, ideation, and post. Teams are testing them for sizzle reels, concept iterations, and effects augmentation—powerful but ethically complex. Our curriculum introduces AI for animation with responsible use (copyright, dataset provenance, labeling) rather than centering it as a replacement for core craft.

To keep the program academically familiar while thoroughly modern, the course architecture mirrors representative university offerings—e.g., CGI I/II, Realtime Visualization, Previsualization, Animation I/II, Rigging, Compositing, Lighting & Surfacing, Professional Practices—and adapts them to two years / 60 credits with today's tools and standards.

6.2. Program Overview

Duration: 2 Years (24 months)
Structure: 4 Semesters (15 weeks each)
Total Credit Hours: 60
Delivery: 100% online, with blended formats including lectures, virtual studios, and digital project simulations
Credential Awarded: Associate of Applied Science (A.A.S.) in Animation

6.3. Program Fundamentals

Animation A.A.S. builds a strong foundation in:

- Core Craft: Principles of animation (timing, spacing, arcs, squash & stretch), visual storytelling, storyboarding & previsualization.
- 3D Production: CGI I–II modeling, layout, shading, lighting & surfacing, rendering.
- Character Setup: Rigging & deformation for body and face; acting and performance blocking.
- Compositing & Color: Greenscreen, rotoscoping, integration, ACES/ OCIO color management.
- Realtime & Virtual Production: Unreal Engine for previs, layout, and look-dev; camera blocking on LED/virtual stages concepts.
- Procedural & Simulation: Intro Houdini for effects/systems thinking (particles, cloth, rigid bodies).
- Open Standards & Pipeline: OpenUSD fundamentals, asset interchange, versioning & review.
- AI-Assisted Techniques: Generative tools for previz, in-betweening, roto/matte assistance, with ethics and provenance.
- Professional Practice: Production management, teamwork, portfolio & reel.

6.4. Learning Outcomes

Graduates of the program will be able to:

1. Apply **classical animation principles** to create convincing movement and character performance.
2. Build and texture **3D assets**, light scenes, and render for offline and real-time contexts.
3. **Rig and weight** bipedal characters and execute body-mechanics and acting shots.
4. Composite shots using **keying, rotoscoping, tracking**, and manage deliveries with **ACES/ OCIO**.
5. Plan and present sequences using **storyboards, animatics, and previs**.
6. Produce shots/sequences in **Unreal Engine**, understanding real-time constraints and virtual production workflows.
7. Use **procedural techniques** to author simulations/effects safely and efficiently.
8. Collaborate in an **OpenUSD-aware pipeline**, exchanging assets across DCCs and engines.
9. Evaluate and employ **AI tools** appropriately (copyright, disclosure, bias), documenting decisions with clients/stakeholders.
10. Assemble a **professional reel & portfolio**, communicate decisions, and operate effectively in team-based production.

6.5. Degree Map – Associate of Applied Science (A.A.S.) in Animation

Semester	Course Code	Course Title	Format	Credits
Year 1 – Sem 1 (15 weeks)	ANIM 101	Foundations of Animation & Visual Story	Studio	3
	ANIM 110	Digital Imaging for Animation	Studio	3
	ANIM 140	**CGI I**: Modeling & Layout	Studio	3
	ANIM 152	Timeline & Motion Principles	Studio	3
	ENGL 101	English Composition I	Gen Ed	3
Semester total				**15**
Year 1 – Sem 2 (15 weeks)	ANIM 211	**Animation I**: Body Mechanics	Studio	3
	ANIM 155	Storyboarding & Previsualization	Studio	3
	ANIM 141	**CGI II**: Modeling & Environments	Studio	3
	ANIM 220	Digital Compositing I	Studio	3
	PSYC 101	Psychology of Perception for Animators	Gen Ed	3
Semester total				**15**
Year 2 – Sem 3 (15 weeks)	ANIM 212	**Animation II**: Acting & Performance	Studio	3
	ANIM 213	Rigging & Deformation I	Studio	3
	ANIM 240	Lighting & Surfacing	Studio	3
	ANIM 245	Realtime Animation & Virtual Production	Studio	3
	ANIM 250	Professional Practice & Pipeline	Theory	3
Semester total				15
Year 2 – Sem 4 (15 weeks)	ANIM 360	Procedural Animation & Simulation	Studio	3
	ANIM 370	AI-Assisted Animation & Ethics	Studio	3
	ANIM 375	Advanced Compositing & Color Mgmt	Studio	3
	ANIM 290	Internship / Co-op	Co-op	3
	ANIM 270	Capstone Production & Portfolio	Capstone	3
Semester total				**15**

6.6. Program Requirements Narrative – A.A.S. in Animation

Admission Requirements
Applicants must hold a high school diploma or equivalent. Those without may first complete the Foundational Certificate in Animation before entry. A portfolio submission is encouraged and may be considered for advanced placement or elective credit. Students must be at least 18 years old (or 17 with parental consent) to enroll.

6.7. Progression Requirements

- Students must achieve a minimum grade of "C" in all courses to remain in good standing.
- Core ANIM-prefixed courses must be taken in sequence (e.g., CGI I before CGI II, Animation I before Animation II).
- General Education courses (ENGL 101, PSYC 101) must be completed for graduation.
- Students are expected to participate in critiques, team-based productions, and digital studio simulations as part of progression.

6.8. Completion Requirements

- Successful completion of 60 credit hours across four semesters (24 months).
- Completion of Capstone Production & Portfolio (ANIM 270) and Internship/Co-op (ANIM 290).
- Submission of a professional demo reel and portfolio that demonstrates competency in CGI, animation principles, compositing, lighting, rigging, and real-time workflows.
- Graduates are prepared for entry-level positions in film, television, gaming, and digital media, or to continue into advanced studies.

6.9. Detailed Course Descriptions – A.A.S. in Animation

6.10. Year 1 – Fall Semester 1

6.10.1. **ANIM 101 – Foundations of Animation & Visual Story (3 credits, Studio):**
Introduction to the twelve principles of animation and the fundamentals of visual storytelling. Students explore timing, spacing, squash and stretch, and how to apply them in 2D and 3D exercises.

Topics include:

- Principles of animation (timing, arcs, anticipation, etc.)
- Storytelling through motion and gesture
- Basic acting and staging for animation
- Introduction to critique and iteration
- Short animated exercises and story beats

6.10.2. **ANIM 110 – Digital Imaging for Animation (3 credits, Studio):**
Study of digital image creation and manipulation for animation workflows. Students capture and process images for textures, reference, and lighting setups.

Topics include:

- Basics of digital photography and scanning for textures
- Lighting and HDR image capture for reference
- Normal maps, bump maps, and texture sampling
- Reference plate gathering for animation and VFX
- Organizing image libraries for production

6.10.3. **ANIM 140 – CGI I: Modeling & Layout (3 credits, Studio):**
Introduction to 3D modeling and digital asset creation. Students build foundational objects and scenes, focusing on topology and layout.

Topics include:

- Introduction to 3D environments and software
- Polygon and NURBS modeling
- Scene layout and camera composition
- File management for 3D pipelines
- Preparing models for animation

6.10.4. **ANIM 152 – Timeline & Motion Principles (3 credits, Studio):**
Introduction to motion-based media and keyframing principles. Students explore animation in timeline-based tools across 2D and 3D.

Topics include:

- Keyframes, interpolation, and graph editor
- Motion design principles
- 2D and 3D timeline tools
- Pre-production and planning for time-based media
- Short animated exercises

6.10.5. **ENGL 101 – English Composition I (3 credits, General Education):**
Academic and professional writing for animators. Students learn to write project documentation, research reports, and production notes.

Topics include:

- Writing and formatting professional reports
- Research methods and documentation
- Writing production notes and scripts
- Critical analysis of animation texts
- Clarity and conciseness in communication

6.11. Year 1 – Semester 2

6.11.1. ANIM 211 – Animation I: Body Mechanics (3 credits, Studio):
Introduction to computer animation through character body mechanics. Students learn to animate weight, balance, and locomotion.

Topics include:

- Posing and silhouette design
- Contact, recoil, passing, and overlap
- Weight distribution and balance
- Walk cycles and body mechanics
- Short animation assignments

6.11.2. ANIM 155 – Storyboarding & Previsualization (3 credits, Studio):
Exploration of previsualization as a planning tool for animation. Students create storyboards, animatics, and camera layouts.

Topics include:

- Storyboarding conventions
- Camera movement and shot composition
- Animatics and timing breakdowns
- Performance reference for previs
- Mood boards and visual development

6.11.3. ANIM 141 – CGI II: Modeling & Environments (3 credits, Studio):
Continuation of CGI I with a focus on complex models and environments. Students build characters, props, and settings.

Topics include:

- Organic vs. hard-surface modeling
- UV unwrapping and texturing basics
- Environment layout and set dressing
- Advanced modeling workflows
- Preparing assets for animation

6.11.4. ANIM 220 – Digital Compositing I (3 credits, Studio):
Introduction to compositing techniques for combining elements into final shots.

Topics include:

- Rotoscoping and masking
- Keying and greenscreen techniques
- 2D tracking and stabilization
- Matte painting basics
- Color space and file formats

6.11.5. PSYC 101 – Psychology of Perception for Animators (3 credits, General Education):
Application of psychology to animation performance and storytelling. Students explore how audiences perceive motion and emotion.

Topics include:

- Human motion perception and believability
- Emotion and character expression
- Cognitive load in storytelling
- Attention and staging in animation
- Audience psychology and narrative impact

6.12. Year 2 – Semester 3

6.12.1. ANIM 212 – Animation II: Acting & Performance (3 credits, Studio):
Focus on performance-based animation, with dialogue and acting studies. Students animate nuanced emotions and character interactions.

Topics include:

- Performance blocking and beats
- Dialogue animation (lipsync, phonemes)
- Subtext and emotion in performance
- Multi-character interactions
- Acting for animation reference

6.12.2. ANIM 213 – Rigging & Deformation I (3 credits, Studio):
Study of rigging fundamentals for characters. Students build skeletons, apply skin weights, and set up IK/FK controls.

Topics include:

- Skeleton creation and hierarchy
- Skin binding and weight painting
- Forward and inverse kinematics
- Deformation and corrective blendshapes
- Facial rigging basics

6.12.3. ANIM 240 – Lighting & Surfacing (3 credits, Studio):
Introduction to surfacing, texturing, and lighting in 3D animation. Students render realistic imagery using shaders and light rigs.

Topics include:

- PBR shading and texturing workflows
- Lighting theory and HDRI setups
- Shader networks for realism
- Render engine comparisons (Arnold, Redshift)
- Color management (ACES/OCIO)

6.12.4. ANIM 245 – Realtime Animation & Virtual Production (3 credits, Studio):
Application of animation in real-time engines for previs and virtual production.

Topics include:

- Introduction to Unreal Engine for animation
- Sequencer and camera tools
- Previsualization workflows in real-time
- LED stage and virtual set concepts
- Real-time rendering constraints

6.12.5. ANIM 250 – Professional Practice & Pipeline (3 credits, Theory):
Preparation for professional roles in animation. Students learn production

workflows, teamwork, and portfolio standards.

Topics include:

- Animation pipelines and asset management
- Versioning and collaborative workflows
- Open standards (OpenUSD) for asset sharing
- Professional ethics and contracts
- Team-based project management

6.13. Year 2 – Semester 4

6.13.1. ANIM 360 – Procedural Animation & Simulation (3 credits, Studio):
Exploration of procedural techniques for effects and animation.

Topics include:

- Introduction to Houdini and procedural workflows
- Particle systems (smoke, fire, fluids)
- Cloth and soft-body simulations
- Rigid body dynamics
- Procedural animation for motion design

6.13.2. ANIM 370 – AI-Assisted Animation & Ethics (3 credits, Studio):
Introduction to AI tools in animation pipelines. Students learn to use AI responsibly for previs, in-betweening, and roto.

Topics include:

- AI tools for motion interpolation
- Previs generation and concept ideation
- AI roto and cleanup workflows
- Copyright and dataset provenance
- Ethical implications and content labeling

6.13.3. ANIM 375 – Advanced Compositing & Color Management (3 credits, Studio):
Study of advanced compositing pipelines with emphasis on color management.

Topics include:

- 3D integration in 2D composites
- Matchmoving and camera tracking
- High dynamic range imaging
- ACES/OCIO workflows for consistency
- Deliverables for film, broadcast, and streaming

6.13.4. ANIM 290 – Internship / Co-op (3 credits, Co-op):
Supervised industry placement to provide real-world experience.

Topics include:

- Application of classroom skills to studio projects
- Time and project management
- Communication in cross-functional teams
- Reflection and reporting on experience
- Portfolio integration of internship work

6.13.5. ANIM 270 – Capstone Production & Portfolio (3 credits, Capstone):
Culminating team-based project and portfolio preparation. Students produce a final animated sequence or short film.

Topics include:

- Capstone project planning and execution
- Integration of animation, lighting, and compositing
- Reel preparation and editing
- Writing case studies for projects
- Final panel critique and presentation

7.

Associate of Applied Science in

Game Design and Production

Rationale

The game industry is one of the fastest-growing creative economies worldwide, spanning console, PC, mobile, cloud gaming, esports, AR/VR/XR experiences, and publishing platforms. Professionals entering the field require a blend of design literacy, technical fluency, production management, and creative storytelling. While Game Art & Production curriculum emphasizes pipelines for art and development, the contemporary global market also demands literacy in real-time engines, collaborative workflows, cross-platform development, and sustainable production practices.

Design University's A.A.S. in Game Design and Production prepares students to thrive in this dynamic landscape. The program blends game design and development with production management and publishing strategies, ensuring graduates can contribute across the full game lifecycle; from concept and prototyping to launch and live operations. Students gain hands-on experience with industry-standard tools (Unity, Unreal Engine, Blender, Adobe Suite) while building literacy in game scripting, UI/UX, monetization, community management, and production pipelines.

By graduation, students emerge as versatile creators and producers ready to contribute to independent studios, AAA companies, and emerging sectors such as serious games, gamified applications, and XR platforms.

7.1. Program Overview

Duration: 2 Years (24 months)
Structure: 4 Semesters (15 weeks each)
Total Credit Hours: 60
Delivery: 100% online, with blended formats including lectures, virtual studios, and digital project simulations
Credential Awarded: Associate of Applied Science (A.A.S.) in Game Design and Production

7.2. Program Fundamentals

Game Design and Production A.A.S. builds a strong foundation in:

- **Game Design & Art: Core design principles, concept art, storyboarding, UI/UX, and level design.**
- **Development & Technology: Game engines (Unity/Unreal), scripting, prototyping, optimization, cross-platform publishing.**
- **Production & Publishing: Agile workflows, QA/testing, marketing, monetization, distribution, and live operations.**
- **Emerging Trends: AR/VR/XR, procedural generation, AI-assisted workflows, cloud gaming, and esports ecosystems.**
- **Professional Practice: Portfolio development, teamwork, industry-standard documentation, and entrepreneurship.**

7.3. Learning Outcomes

Graduates of the program will be able to:

11. Apply **game design principles** to create engaging and balanced gameplay experiences.
12. Demonstrate proficiency with **industry-standard game engines (Unity, Unreal Engine)** and related digital tools.

13. Develop functional prototypes through **scripting, modeling, and interaction design**.
14. Conduct **playtesting, QA, and user experience evaluations** to refine games.
15. Implement **production and publishing strategies** including monetization models, digital distribution, and community management.
16. Integrate **emerging technologies** (AR/VR/XR, AI, cloud gaming) into design and production pipelines.
17. Manage projects through **agile production workflows, teamwork, and documentation**.
18. Build a professional **portfolio and case study** demonstrating development-to-launch competencies.

Semester	Course Code	Course Title	Format	Credits
Year 1 – Fall (15 weeks)	GAME 101	Foundations of Game Design	Theory/Studio	3
	GAME 111	Digital Imaging & Concept Art	Studio	3
	GAME 120	Game Engines I: Unity Fundamentals	Studio	3
	GAME 130	Storytelling & Narrative for Games	Theory	3
	ENGL 101	English Composition I	General Education	3
Semester Total				**15**
Year 1 – Spring (15 weeks)	GAME 140	Level Design I: Environments & Play Spaces	Studio	3
	GAME 150	Game Engines II: Unreal Fundamentals	Studio	3
	GAME 160	Scripting for Games I	Studio	3
	GAME 170	Game UI/UX Design	Studio	3
	PSYC 101	Psychology of Play & Player Experience	General Education	3
Semester Total				**15**
Year 2 – Fall (15 weeks)	GAME 210	Level Design II: Advanced Worlds	Studio	3
	GAME 220	3D Modeling & Animation for Games	Studio	3
	GAME 230	Scripting for Games II	Studio	3
	GAME 240	Production Management for Games	Theory	3
	COMM 105	Communication & Presentation for Game Designers	General Education	3
Semester Total				**15**
Year 2 – Spring (15 weeks)	GAME 250	Emerging Tech in Games (AR/VR/XR, AI)	Studio	3
	GAME 260	Monetization & Publishing Strategies	Theory	3
	GAME 270	QA & Playtesting	Studio	3
	GAME 280	Capstone Studio: Game Project	Capstone	3
	GAME 290	Internship / Co-op	Co-op	3
Semester Total				**15**

7.4. Program Requirements

Admission Requirements
Applicants must hold a high school diploma or equivalent. Those without may first complete the Foundational Certificate in Game Design before entry. A portfolio of creative or technical work is recommended and may strengthen applications.

7.5. Progression Requirements

- Students must earn a minimum grade of "C" in all courses.
- Core GAME-prefixed courses must be completed in sequence.
- General Education courses (ENGL 101, PSYC 101, COMM 105) must be completed to graduate.

7.6. Completion Requirements

- **C**ompletion of 60 credit hours across 4 semesters.
- Successful completion of Capstone Studio (GAME 280) and Internship/ Co-op (GAME 290).
- Submission of a portfolio and playable prototype/game project demonstrating design, development, and publishing literacy.

7.7. Detailed Course Descriptions – A.A.S. in Game Design and Production

7.8. Year 1 – Fall Semester (15 weeks)

7.8.1. **GAME 101 – Foundations of Game Design (3 credits, Theory/Studio):**
Introduction to the principles of game design, covering play, systems, and mechanics. Students analyze games critically and design simple prototypes to understand player engagement.

Topics include:

- Elements of play and core mechanics
- Systems thinking in game design
- Balancing challenge and reward
- Paper prototyping and iteration
- Analysis of contemporary and classic games

7.8.2. **GAME 111 – Digital Imaging & Concept Art (3 credits, Studio):**
Exploration of digital tools for creating concept art, characters, and environments. Students develop visual assets to support early game development.

Topics include:

- Photoshop and Illustrator workflows
- Concept sketching and character ideation
- Environment painting and mood boards
- Color theory applied to concept art
- Preparing concept sheets for production

7.8.3. **GAME 120 – Game Engines I: Unity Fundamentals (3 credits, Studio):**
Hands-on introduction to Unity for game development. Students build simple interactive prototypes using prefabs and scripting.

Topics include:

- Unity interface and workflow
- Scene setup, prefabs, and materials
- C# scripting basics for interactivity
- Physics and collision systems
- Exporting simple playable builds

7.8.4. **GAME 130 – Storytelling & Narrative for Games (3 credits, Theory):**
Study of narrative principles in interactive media. Students explore branching storylines, worldbuilding, and character arcs.

Topics include:

- Story structures and hero's journey in games
- Branching dialogue systems and nonlinear storytelling
- Narrative worldbuilding and lore design
- Character development and emotional arcs
- Writing scripts and dialogue for interactive experiences

7.8.5. **ENGL 101 – English Composition I (3 credits, General Education):**
Focus on academic and professional writing, tailored to game development contexts.

Topics include:

- Essay and research writing
- Writing design briefs and documentation
- Game analysis papers and critiques
- Editing for clarity and conciseness
- Professional communication for creative teams

7.9. Year 1 – Spring Semester (15 weeks)

7.9.1. **GAME 140 – Level Design I: Environments & Play Spaces (3 credits, Studio):**
Introduction to designing interactive environments that shape player experience. Students create and test level blockouts.

Topics include:

- Fundamentals of spatial design
- Pacing and flow in level design
- Environment blockouts and whiteboxing
- Player guidance through environment cues
- Testing and iteration for level balance

7.9.2. GAME 150 – Game Engines II: Unreal Fundamentals (3 credits, Studio):
Introduction to Unreal Engine for real-time development. Students learn Blueprints for scripting gameplay and environment interaction.

Topics include:

- Unreal interface and asset management
- Blueprint scripting basics
- Material and lighting systems
- Importing and using assets
- Building playable scenes in Unreal

7.9.3. GAME 160 – Scripting for Games I (3 credits, Studio):
Introduction to programming logic and game scripting. Students apply code to enable gameplay mechanics.

Topics include:

- Programming concepts (variables, loops, conditionals)
- Event-driven programming in C# and Blueprints
- Player input and controls
- Gameplay mechanics scripting
- Debugging and testing basics

7.9.4. GAME 170 – Game UI/UX Design (3 credits, Studio):
Design and implementation of user interfaces and user experiences for games. Students create prototypes for menus, HUDs, and accessibility features.

Topics include:

- UI wireframes and layout design
- HUD elements and player feedback systems
- Accessibility and inclusive design (WCAG for games)
- Usability testing and iteration
- Integrating UI into engines (Unity/Unreal)

7.9.5. PSYC 101 – Psychology of Play & Player Experience (3 credits, General Education):
Study of psychology and its role in play, motivation, and engagement.

Topics include:

- Theories of play and fun
- Flow and player motivation
- Behavioral psychology in game design
- Player types and engagement models
- Psychology of reward systems and addiction awareness

7.10. Year 2 – Fall Semester (15 weeks)

7.10.1. GAME 210 – Level Design II: Advanced Worlds (3 credits, Studio):
Advanced study of worldbuilding and level design for complex and multiplayer environments.

Topics include:

- Advanced pacing and progression in levels
- Multiplayer map design and balance
- Narrative integration in environment design
- Modular design for scalable worlds
- Testing multiplayer play spaces

7.10.2. GAME 220 – 3D Modeling & Animation for Games (3 credits, Studio):
Introduction to 3D asset creation for real-time applications. Students model and animate assets for integration in Unity/ Unreal.

Topics include:

- Blender or 3DS Max modeling workflows
- Low-poly and optimized models for games
- Rigging and basic animation cycles
- Exporting assets into game engines
- Asset optimization for performance

7.10.3. GAME 230 – Scripting for Games II (3 credits, Studio):
Intermediate scripting for AI behaviors and game systems.

Topics include:

- Pathfinding and AI decision-making
- Scripting advanced interaction systems
- Game state management
- Performance considerations in scripts
- Debugging AI behavior

7.10.4. GAME 240 – Production Management for Games (3 credits, Theory):
Study of project management frameworks for game production.

Topics include:

- Agile, Scrum, and Kanban methodologies
- Game design documentation (GDDs)
- Pipelines for asset and code integration
- Milestone planning and delivery
- Team roles and collaborative workflows

7.10.5. COMM 105 – Communication & Presentation for Game Designers (3 credits, General Education):
Focus on oral and visual communication skills for design teams.

Topics include:

- Oral presentation and pitching
- Team collaboration and critique sessions
- Visual storytelling for prototypes
- Client and stakeholder communication
- Interview and networking skills

7.11. Year 2 – Spring Semester (15 weeks)

7.11.1. GAME 250 – Emerging Tech in Games (3 credits, Studio):
Exploration of emerging technologies in the gaming industry, including AR, VR, XR, and AI workflows.

Topics include:

- AR/VR/XR development basics
- Storytelling in immersive environments
- AI-assisted tools for asset creation
- Cloud gaming and streaming technologies
- Future trends in gaming technology

7.11.2. GAME 260 – Monetization & Publishing Strategies (3 credits, Theory):
Introduction to publishing models and monetization in global game markets.

Topics include:

- Free-to-play vs. premium models
- Subscription and hybrid monetization systems
- Publishing platforms (Steam, consoles, app stores)
- Marketing and community engagement
- Live operations and revenue management

7.11.3. GAME 270 – QA & Playtesting (3 credits, Studio):
Introduction to quality assurance and playtesting as part of the development cycle.

Topics include:

- Bug identification and reporting
- Usability and playtesting methods
- Balancing gameplay through testing
- QA tools and software
- Iterating based on player feedback

7.11.4. GAME 280 – Capstone Studio: Game Project (3 credits, Capstone):
Team-based final project where students create a playable game prototype.

Topics include:

- Defining scope and project planning
- Development of a vertical slice or demo
- Integration of art, code, and design
- Documentation and publishing prep
- Presentation to faculty/industry reviewers

7.11.5. GAME 290 – Internship / Co-op (3 credits, Co-op):
Supervised industry placement in game design or development.

Topics include:

- Applying classroom knowledge in a studio setting
- Teamwork and production responsibilities
- Communication with cross-functional teams
- Reflective practice and reporting
- Building portfolio material from real-world projects

8.

Associate of Applied Science in

Fine Art

8.1. Rationale

The role of the fine artist has expanded dramatically in the 21st century. Contemporary practice integrates traditional drawing, painting, and sculpture with digital tools, new media, installation, and socially engaged art. Artists today navigate a global art ecosystem that demands cultural literacy, sustainability awareness, and entrepreneurial skill as much as technical craft.

Design University's A.A.S. in Fine Art responds to this reality by preparing students for a broad creative future. The program blends classical training in drawing, painting, sculpture, and art history with digital imaging, contemporary practices, and professional studio skills. Students explore global art movements, issues of diversity and equity in art, and emerging media technologies, while also learning how to present, curate, and market their work professionally.

Graduates will be prepared for creative practice across multiple contexts: independent studio practice, gallery systems, community-based art, public art initiatives, and further study toward a B.F.A. or B.A.

8.2. Program Overview

Duration: 2 Years (24 months)
Structure: 4 Semesters (15 weeks each)
Total Credit Hours: 60
Delivery: 100% online + hybrid options (lectures, virtual studios, digital critique spaces)
Credential Awarded: Associate of Applied Science (A.A.S.) in Fine Art

8.3. Program Fundamentals

1. **Fine Art A.A.S. builds a strong foundation in:**
2. **Drawing & Observation:** Foundational drawing, life drawing, and visual communication.
3. **2D & 3D Studio:** Painting, sculpture, ceramics, and mixed media explorations.
4. **Art History & Global Context:** From prehistory to contemporary, with focus on global and multicultural perspectives.
5. **Digital & Contemporary Practices:** Digital imaging, photography, and interdisciplinary practice.
6. **Professional Practice:** Portfolio development, curatorial practice, studio management, and entrepreneurship.

8.4. Learning Outcomes

Graduates of the program will be able to:

1. Demonstrate technical proficiency in drawing, painting, sculpture, and digital art media.
2. Analyze works of art using historical, cultural, and theoretical frameworks.
3. Apply contemporary and experimental methods in art-making.
4. Create and present an integrated body of work through exhibitions, critiques, and a final portfolio.
5. Employ sustainable studio practices and responsible material use.
6. Communicate artistic concepts effectively in written, oral, and visual formats.
7. Engage critically with issues of globalism, diversity, and equity in art.
8. Demonstrate professionalism through portfolio preparation, curation, and presentation for galleries, grants, or further academic study.

8.5. Degree Map – Associate of Applied Science (A.A.S.) in Fine Art

Semester	Course Code	Course Title	Format	Credits
Year 1 – Fall (15 weeks)	FART 101	Foundations of Drawing	Studio	3
	FART 110	2D Design & Color Theory	Studio	3
	FART 120	Art History I: Prehistoric to Medieval	Theory	3
	FART 130	Digital Imaging for Fine Art	Studio	3
	ENGL 101	English Composition I	General Education	3
Semester Total				**15**
Year 1 – Spring (15 weeks)	FART 140	Life Drawing I	Studio	3
	FART 150	3D Design & Sculpture I	Studio	3
	FART 121	Art History II: Renaissance to 19th Century	Theory	3
	FART 160	Painting I: Techniques & Mediums	Studio	3
	PSYC 101	Psychology of Creativity & Perception	General Education	3
Semester Total				**15**
Year 2 – Fall (15 weeks)	FART 210	Contemporary & Global Art Practices	Theory	3
	FART 220	Sculpture II & Installation Art	Studio	3
	FART 230	Digital Photography & New Media	Studio	3
	FART 240	Life Drawing II	Studio	3
	COMM 105	Communication & Presentation for Artists	General Education	3
Semester Total				**15**
Year 2 – Spring (15 weeks)	FART 250	Painting II: Contemporary & Experimental	Studio	3
	FART 260	Professional Practice & Curatorial Studies	Theory/Studio	3
	FART 270	Interdisciplinary Studio (Capstone)	Capstone	3
	FART 280	Sustainable Art & Material Practices	Theory/Studio	3
	FART 290	Internship / Co-op	Co-op	3
Semester Total				**15**

8.6. Program Requirements Narrative

Admission Requirements

Applicants must hold a high school diploma or equivalent. Those without may first complete the Foundational Certificate in Fine Art. Submission of a portfolio is encouraged and may strengthen admission; in some cases, it may grant advanced placement or elective credit. Students must be at least 18 years old (or 17 with parental consent) to enroll.

8.7. Progression Requirements

- A minimum grade of "C" in all courses is required to progress.
- Core FART-prefixed studio and theory courses must be completed in sequence.
- General Education requirements (ENGL 101, PSYC 101, COMM 105) must be completed for graduation.

8.8. Completion Requirements

- Successful completion of 60 credit hours across 4 semesters.
- Completion of the Capstone Interdisciplinary Studio (FART 270) and Internship/Co-op (FART 290).
- Submission of a final professional portfolio and exhibition demonstrating technical, conceptual, and professional readiness.

8.9. Detailed Course Descriptions – A.A.S. in Fine Art

8.10. Year 1 – Fall Semester (15 weeks)

8.10.1. **FART 101 – Foundations of Drawing (3 credits, Studio):**
Introduction to observational drawing techniques. Students learn the basics of line, proportion, perspective, and shading while developing visual accuracy and expressive mark-making.

Topics include:

- Line, contour, and gesture drawing
- Proportion and perspective (1-point, 2-point, 3-point)
- Value, shading, and texture studies
- Still life and environment sketching
- Introduction to expressive drawing techniques

8.10.2. **FART 110 – 2D Design & Color Theory (3 credits, Studio):**
Exploration of visual organization and color systems in two-dimensional design. Students develop compositional and technical skills for visual communication.

Topics include:

- Principles of design (balance, rhythm, contrast, unity)
- Color theory, harmony, and contrast
- Analogous, complementary, and triadic color schemes
- Digital tools for color application
- Critique and analysis of design compositions

8.10.3. **FART 120 – Art History I: Prehistoric to Medieval (3 credits, Theory):**
Survey of global art from prehistory through the medieval period. Students study cultural, political, and technological contexts that shaped art.

Topics include:

- Prehistoric and ancient art traditions
- Classical Greek and Roman art
- Byzantine and medieval European art
- Early global art traditions (Asian, African, Indigenous)
- Cultural analysis of artifacts and monuments

8.10.4. **FART 130 – Digital Imaging for Fine Art (3 credits, Studio):**
Introduction to digital art tools for image creation and manipulation. Students apply digital methods to complement traditional studio practices.

Topics include:

- Adobe Photoshop and Illustrator basics
- Digital sketching and painting
- Photo manipulation and collage techniques
- Preparing digital files for print and exhibition
- Integrating digital art with traditional media

8.10.5. **ENGL 101 – English Composition I (3 credits, General Education):**
Development of writing and research skills for academic and artistic contexts. Students compose essays, critiques, and artist statements.

Topics include:

- Academic essay writing
- Critical reading and analysis
- Writing for art criticism and reviews
- Artist statements and exhibition texts
- Research and citation practices

8.11. Year 1 – Spring Semester (15 weeks)

8.11.1. **FART 140 – Life Drawing I (3 credits, Studio):**
Introduction to figure drawing, focusing on anatomy, gesture, and proportion. Students build foundational skills for representing the human form.

Topics include:

- Gesture drawing and expressive poses
- Anatomy and skeletal structure basics
- Proportions of the human figure
- Shading and rendering of the body
- Long and short pose studies

8.11.2. **FART 150 – 3D Design & Sculpture I (3 credits, Studio):**
Study of three-dimensional form through sculpture. Students explore spatial concepts and materials in small and medium-scale works.
Topics include:

- Principles of 3D design: mass, volume, space, and texture
- Additive and subtractive sculpting methods
- Materials: clay, wood, plaster, and found objects
- Building armatures and structural supports
- Critiques of form and spatial relationships

8.11.3. **FART 121 – Art History II: Renaissance to 19th Century (3 credits, Theory):**
Survey of global art movements from the Renaissance to the 19th century. Students analyze art in the context of social, cultural, and political change.

Topics include:

- Italian Renaissance and Northern Renaissance
- Baroque and Rococo movements
- Neoclassicism and Romanticism
- 19th-century realism and impressionism
- Global influences in early modern art

8.11.4. **FART 160 – Painting I: Techniques & Mediums (3 credits, Studio):**
Introduction to painting materials and techniques. Students explore acrylic, oil, and watercolor while developing personal expression.

Topics include:

- Preparation of painting surfaces
- Acrylic, oil, and watercolor techniques
- Color mixing and paint application
- Still life and landscape painting
- Developing individual artistic style

8.11.5. **PSYC 101 – Psychology of Creativity & Perception (3 credits, General Education):**
Study of how humans perceive and create art. Students learn theories of creativity, perception, and the psychology of artistic expression.

Topics include:

- Theories of creativity and imagination
- Visual perception and color psychology
- Cognitive processes in art-making
- Psychological responses to art
- Creativity and innovation in global contexts

8.12. Year 2 – Fall Semester (15 weeks)

8.12.1. **FART 210 – Contemporary & Global Art Practices (3 credits, Theory):**
Study of 20th- and 21st-century art, emphasizing global perspectives and diversity. Students examine contemporary movements and critical issues in art.

Topics include:

- Modernism and postmodernism
- Contemporary global art movements
- Issues of diversity, equity, and inclusion in art
- New media and interdisciplinary practices
- Analysis of contemporary artists and exhibitions

8.12.2. **FART 220 – Sculpture II & Installation Art (3 credits, Studio):**
Advanced exploration of sculpture and installation art. Students design and execute larger-scale works and site-specific projects.

Topics include:

- Advanced sculptural techniques and materials
- Site-specific and environmental art
- Installation as a medium for narrative and concept
- Working with mixed media and found objects
- Planning and executing public art projects

8.12.3. **FART 230 – Digital Photography & New Media (3 credits, Studio):**
Exploration of photography and new media in fine art practice. Students learn camera techniques, editing, and experimental digital storytelling.

Topics include:

- DSLR camera basics (exposure, composition)
- Photo editing and retouching in Photoshop/Lightroom
- Conceptual approaches to photography
- Video art and time-based media
- Experimental approaches to digital art

8.12.4. **FART 240 – Life Drawing II (3 credits, Studio):**
Continuation of figure drawing with advanced techniques. Students focus on expressive mark-making and portfolio-ready drawings.

Topics include:

- Complex poses and foreshortening
- Advanced anatomy studies
- Expressive and gestural figure drawing
- Drawing from multiple perspectives
- Portfolio refinement of figure studies

8.12.5. COMM 105 – Communication & Presentation for Artists (3 credits, General Education): Training in verbal and visual communication for artists. Students practice critiquing, presenting, and public speaking in professional contexts.

Topics include:

- Public speaking and critique delivery
- Artist talks and gallery presentations
- Writing and presenting exhibition proposals
- Team collaboration in critiques
- Interview and networking skills

8.13. Year 2 – Spring Semester (15 weeks)

8.13.1. FART 250 – Painting II: Contemporary & Experimental (3 credits, Studio): Advanced painting course emphasizing experimentation and conceptual approaches. Students integrate traditional and contemporary methods.

Topics include:

- Mixed-media and experimental painting
- Conceptual and abstract approaches
- Integration of digital tools with painting
- Contemporary themes and issues in painting
- Portfolio development through advanced works

8.13.2. FART 260 – Professional Practice & Curatorial Studies (3 credits, Theory/Studio): Introduction to professional art practice and curatorial methods. Students prepare portfolios, exhibition proposals, and explore curatorial roles.

Topics include:

- Professional portfolio preparation
- Curatorial practices and exhibition design
- Grant writing and funding proposals
- Entrepreneurship for artists
- Career paths in fine art and museums

8.13.3. FART 270 – Interdisciplinary Studio (Capstone) (3 credits, Studio/Capstone): Final capstone project synthesizing learning across mediums. Students produce an integrated body of work for exhibition.

Topics include:

- Developing a capstone project proposal
- Interdisciplinary and multimedia approaches
- Critique, revision, and refinement
- Preparing for a final exhibition
- Documentation for portfolio and presentation

8.13.4. FART 280 – Sustainable Art & Material Practices (3 credits, Theory/Studio): Exploration of sustainability in art-making. Students experiment with eco-materials and environmental art practices.

Topics include:

- Sustainable and non-toxic materials
- Environmental art and activism
- Life-cycle assessment of studio practices
- Recycling and reusing art materials
- Case studies of eco-conscious artists

8.13.5. FART 290 – Internship / Co-op (3 credits, Co-op): Supervised placement in an art-related field (gallery, museum, studio). Students apply classroom skills in professional contexts.

Topics include:

- Application of artistic skills in workplace settings
- Team collaboration in arts organizations
- Time and project management in practice
- Reflective reporting on fieldwork
- Integration of professional feedback into portfolios

9.

Associate of Applied Science in

Digital Fabrication and Rapid Prototyping

9.1. Rationale

The future of making is being transformed by digital fabrication, additive manufacturing, and rapid prototyping. Industries across design, engineering, medicine, and architecture now rely on advanced fabrication processes to create solutions faster, more sustainably, and with unprecedented precision. With the rise of 3D printing, CNC machining, robotics, mechatronics, and AI-assisted design, professionals need fluency in both physical prototyping and digital workflows.

Design University's A.A.S. in Digital Fabrication & Rapid Prototyping prepares students for this evolving landscape. The program integrates traditional manufacturing principles with cutting-edge digital processes. Students learn to design, prototype, and fabricate using CAD/CAM software, CNC machines, robotics, 3D printers, and laser cutters, while also understanding quality control, sustainable material practices, and Industry 4.0 integration.

Graduates will be prepared for careers in product design, industrial design, manufacturing, and related fields, as well as positioned to continue into advanced study in engineering or design disciplines.

9.2. Program Overview

Duration: 2 Years (24 months)
Structure: 4 Semesters (15 weeks each)
Total Credit Hours: 60
Delivery: 100% online + hybrid options (virtual simulations + in-person fabrication lab intensives)
Credential Awarded: Associate of Applied Science (A.A.S.) in Digital Fabrication & Rapid Prototyping

9.3. Program Fundamentals

The Digital Fabrication & Rapid Prototyping A.A.S. builds a strong foundation in:

- CAD & Digital Design: Engineering graphics, 3D modeling, and visualization for manufacturing.
- Additive & Subtractive Processes: 3D printing, CNC machining, laser cutting, and hybrid workflows.
- Robotics & Mechatronics: Automation and intelligent fabrication systems.
- Materials & Sustainability: Properties of metals, polymers, ceramics, and composites; sustainable fabrication.
- Quality Control & Data: Metrology, testing, and digital instrumentation for quality assurance.
- Industry 4.0: IoT, AI, and data-driven approaches to advanced manufacturing.
- Professional Practice: Portfolio development, project documentation, safety, and entrepreneurship.

9.4. Learning Outcomes

Graduates of the program will be able to:

1. Apply engineering graphics and CAD/CAM tools to design for fabrication and prototyping.
2. Demonstrate competency in 3D printing, CNC machining, laser cutting, and hybrid processes.
3. Analyze and select materials for prototypes considering performance, cost, and sustainability.
4. Operate and integrate robotics and mechatronic systems in manufacturing workflows.
5. Apply quality assurance and control principles to ensure precision and compliance in production.
6. Employ sustainable fabrication practices using green materials and life-cycle awareness.
7. Integrate Industry 4.0 technologies such as IoT sensors, cloud-based monitoring, and AI-driven optimization.
8. Develop a professional portfolio of prototypes and fabrication projects, demonstrating readiness for employment or further study.

Semester	Course Code	Course Title	Format	Credits
Year 1 – Fall (15 weeks)	DFAB 101	Introduction to Digital Fabrication	Theory/Studio	3
	DFAB 110	Engineering Graphics & CAD I	Studio	3
	DFAB 120	Materials & Processes I	Theory	3
	DFAB 130	Additive Manufacturing I	Studio	3
	ENGL 101	English Composition I	General Education	3
Semester Total				**15**
Year 1 – Spring (15 weeks)	DFAB 140	Engineering Graphics & CAD II	Studio	3
	DFAB 150	Subtractive Manufacturing I (CNC)	Studio	3
	DFAB 160	Materials & Processes II	Theory	3
	DFAB 170	Laser Cutting & Hybrid Processes	Studio	3
	PSYC 101	Psychology of Creativity & Innovation	General Education	3
Semester Total				**15**
Year 2 – Fall (15 weeks)	DFAB 210	Robotics & Mechatronics for Fabrication	Studio	3
	DFAB 220	Additive Manufacturing II	Studio	3
	DFAB 230	Subtractive Manufacturing II (Advanced CNC)	Studio	3
	DFAB 240	Quality Assurance & Metrology	Theory/Studio	3
	COMM 105	Communication & Presentation for Engineers	General Education	3
Semester Total				**15**
Year 2 – Spring (15 weeks)	DFAB 250	Industry 4.0 & Smart Manufacturing	Theory/Studio	3
	DFAB 260	Sustainable Fabrication & Lifecycle Design	Theory/Studio	3
	DFAB 270	Capstone Project in Digital Fabrication	Capstone	3
	DFAB 280	Professional Practice & Portfolio	Studio	3
	DFAB 290	Internship / Co-op	Co-op	3
Semester Total				**15**

9.5. Program Requirements Narrative

9.6. Admission Requirements

Applicants must hold a high school diploma or equivalent. Those without may first complete the Foundational Certificate in Digital Fabrication. Portfolios of creative or technical projects are encouraged and may strengthen admission. Students must be at least 18 years old (or 17 with parental consent) to enroll.

9.7. Progression Requirements

- A minimum grade of "C" in all courses is required to progress.
- Core DFAB-prefixed courses must be taken sequentially.
- General Education requirements (ENGL 101, PSYC 101, COMM 105) must be completed for graduation.

9.8. Completion Requirements

- Completion of 60 credit hours across 4 semesters.
- Completion of Capstone Project (DFAB 270) and Internship/Co-op (DFAB 290).
- Submission of a professional portfolio of prototypes and digital fabrication projects.

9.9. Detailed Course Descriptions – A.A.S. in Digital Fabrication & Rapid Prototyping

9.10. Year 1 – Fall Semester (15 weeks)

9.10.1. **DFAB 101 – Introduction to Digital Fabrication (3 credits, Theory/Studio):**
Overview of digital fabrication technologies, workflows, and their role in Industry 4.0. Students are introduced to fabrication labs, safety protocols, and the integration of digital and physical making.
Topics include:

- History and applications of digital fabrication
- Safety procedures for lab and equipment use
- Introduction to additive, subtractive, and hybrid processes
- Industry 4.0 overview (automation, IoT, AI in manufacturing)
- Case studies of rapid prototyping in industry
- Software/Tools: Lab orientation; introductory demos in Fusion 360 and Rhino for design workflows.

9.10.2. **DFAB 110 – Engineering Graphics & CAD I (3 credits, Studio):**
Introduction to technical drawing and CAD fundamentals. Students learn to visualize and document designs in 2D and 3D.
Topics include:

- Orthographic and isometric projection
- Dimensioning and tolerancing
- CAD sketching and modeling fundamentals
- Creating assemblies and exploded views
- Drafting standards for manufacturing documentation
- Software/Tools: AutoCAD, Fusion 360, SolidWorks.

9.10.3. **DFAB 120 – Materials & Processes I (3 credits, Theory):**
Study of fundamental material classes and their properties. Emphasis on how materials interact with fabrication technologies.
Topics include:

- Structure and properties of metals, polymers, ceramics, and composites
- Mechanical properties: strength, elasticity, hardness
- Basic testing methods
- Introduction to sustainability and material life cycles
- **Material selection for prototyping**

9.10.4. **DFAB 130 – Additive Manufacturing I (3 credits, Studio):**
Introduction to additive manufacturing processes, focusing on FDM and SLA. Students prepare models and print prototypes.
Topics include:

- 3D printing technologies and principles
- Preparing 3D models for printing
- Slicing workflows and parameters
- Troubleshooting common printing issues
- Applications in prototyping and small-batch production
- Software/Tools: Cura, PrusaSlicer, Fusion 360, Rhino; Printers: Ultimaker, Prusa, Formlabs SLA.

9.10.5. **ENGL 101 – English Composition I (3 credits, General Education):**
Development of writing skills for academic and technical communication.
Topics include:

- Academic writing and citation
- Technical documentation and reports
- Writing project proposals and lab documentation
- Critical reading and analysis of technical texts
- Professional communication in design and engineering

9.11. Year 1 – Spring Semester (15 weeks)

9.11.1. DFAB 140 – Engineering Graphics & CAD II (3 credits, Studio):
Continuation of CAD skills with emphasis on assemblies and parametric modeling.
Topics include:

- Parametric design and constraints
- Advanced assemblies and motion studies
- Geometric dimensioning and tolerancing (GD&T)
- 3D visualization and rendering
- Preparing models for CAM integration
- Software/Tools: SolidWorks, Fusion 360, Siemens NX, KeyShot.

9.11.2. DFAB 150 – Subtractive Manufacturing I (CNC) (3 credits, Studio):
Introduction to CNC machining processes. Students design and machine simple parts.
Topics include:

- Principles of CNC milling and turning
- G-code basics and machine setup
- Toolpath generation and simulation
- Safety procedures for CNC operations
- Machining tolerances and quality control
- Software/Tools: MasterCAM, Fusion 360 CAM, CNC mills and lathes.

9.11.3. DFAB 160 – Materials & Processes II (3 credits, Theory):
Advanced exploration of materials, smart materials, and testing methods.
Topics include:

- Composites, advanced polymers, and ceramics
- Smart materials and shape-memory alloys
- Testing for performance and durability
- Failure analysis in materials
- Applications of advanced materials in prototyping

9.11.4. DFAB 170 – Laser Cutting & Hybrid Processes (3 credits, Studio):
Introduction to laser cutting, engraving, and hybrid workflows combining additive and subtractive processes.
Topics include:

- CO_2 and fiber laser systems
- Design file preparation for laser cutting
- Engraving techniques and settings
- Hybrid workflows combining CNC and 3D printing
- Applications in rapid prototyping and fabrication
- Software/Tools: CorelDRAW, Adobe Illustrator, Rhino, Fusion 360; Laser cutters: Epilog, Trotec.

9.11.5. PSYC 101 – Psychology of Creativity & Innovation (3 credits, General Education):
Study of psychological principles of creativity and problem-solving.
Topics include:

- Theories of creativity and innovation
- Cognitive processes in problem-solving
- Human factors in design and prototyping
- Psychology of teamwork and collaboration
- Fostering innovation in professional practice

9.12. Year 2 – Fall Semester (15 weeks)

9.12.1. DFAB 210 – Robotics & Mechatronics for Fabrication (3 credits, Studio):
Exploration of robotics and mechatronic systems in automated fabrication. Students prototype robotic and automated systems for simple tasks.
Topics include:

- Principles of robotics and mechatronics
- Sensors, actuators, and controllers
- Arduino/Raspberry Pi prototyping
- Robotic arms and automation in CNC/3D printing
- Safety and ethics of robotic fabrication
- Software/Tools: Arduino IDE, MATLAB/Simulink, Raspberry Pi OS, robotic arms.

9.12.2. DFAB 220 – Additive Manufacturing II (3 credits, Studio):
Advanced study of additive manufacturing processes beyond FDM and SLA.
Topics include:

- Metal 3D printing (DMLS, SLM)
- Multi-material and hybrid printing
- Large-format additive manufacturing
- Design for additive manufacturing (DfAM) principles
- Post-processing methods for printed parts
- Software/Tools: Fusion 360, Materialise Magics, Siemens NX.

9.12.3. DFAB 230 – Subtractive Manufacturing II (Advanced CNC) (3 credits, Studio):
Study of advanced CNC processes including multi-axis machining.
Topics include:

- Multi-axis machining (3+2, 5-axis)
- CAM programming and optimization
- Fixture design and workholding
- Toolpath efficiency and simulation
- Integration with CAD and digital twins
- Software/Tools: MasterCAM, Fusion 360 CAM, Siemens NX.

9.12.4. DFAB 240 – Quality Assurance & Metrology (3 credits, Theory/Studio):
Study of measurement and inspection systems in fabrication.
Topics include:

- Principles of metrology
- Measurement tools: calipers, micrometers, CMM
- Statistical quality control
- Digital instrumentation and IoT sensors

- Quality assurance documentation
- Software/Tools: Minitab, MATLAB, digital metrology equipment.

9.12.5. COMM 105 – Communication & Presentation for Engineers (3 credits, General Education): Focus on oral and visual communication for technical professionals.
Topics include:

- Public speaking and technical presentations
- Visual storytelling with data and CAD models
- Critique and peer review skills
- Communicating with non-technical stakeholders
- Presentation software and tools

9.13. Year 2 – Spring Semester (15 weeks)

9.13.1. DFAB 250 – Industry 4.0 & Smart Manufacturing (3 credits, Theory/Studio): Study of emerging technologies in advanced manufacturing.
Topics include:

- IoT in manufacturing (sensors, cloud platforms)
- Cyber-physical systems and digital twins
- AI-driven optimization and predictive maintenance
- Data analytics for manufacturing efficiency
- Case studies in smart factories
- Software/Tools: Siemens MindSphere, MATLAB, Python (AI/ML basics).

9.13.2. DFAB 260 – Sustainable Fabrication & Lifecycle Design (3 credits, Theory/Studio): Exploration of sustainability principles in digital fabrication.
Topics include:

- Green materials and eco-design
- Lifecycle analysis (LCA) of products
- Recycling and reuse in fabrication
- Sustainable energy use in labs
- Environmental art and social innovation in fabrication
- Software/Tools: SimaPro, OpenLCA, material sustainability databases.

9.13.3. DFAB 270 – Capstone Project in Digital Fabrication (3 credits, Capstone): Culminating project synthesizing knowledge across courses. Students design and fabricate a prototype using multiple fabrication methods.
Topics include:

- Defining a project scope and proposal
- Applying CAD/CAM workflows
- Integrating additive and subtractive processes
- Documenting and testing prototypes
- Final presentation and critique of project
- Software/Tools: Integrated use of Fusion 360, SolidWorks, MasterCAM, Cura, Arduino, depending on project scope.

9.13.4. DFAB 280 – Professional Practice & Portfolio (3 credits, Studio): Preparation for careers in fabrication and prototyping. Students compile a professional portfolio of projects.
Topics include:

- Portfolio development (digital and physical)
- Technical documentation for prototypes
- Writing resumes and cover letters for fabrication careers
- Freelancing and entrepreneurship in digital fabrication
- Mock interviews and industry critique

9.13.5. DFAB 290 – Internship / Co-op (3 credits, Co-op): Work-based learning experience in fabrication labs, startups, or manufacturing firms.
Topics include:

- Applying classroom learning in professional contexts
- Team collaboration and project participation
- Time and project management in industry
- Reflective reporting on internship experience
- Integration of professional work into student portfolio
-

10.

Associate Of Applied Science in

User Experience and Interaction Design

10.1. Rationale

User Experience & Interaction Design now spans product strategy, research, interface systems, accessibility, motion/micro-interactions, and multi-platform delivery from web and mobile to voice, AR, and connected devices. Teams expect graduates who can move seamlessly from research synthesis prototyping validation delivery, collaborate in cloud tools, and communicate business impact. At the same time, accessibility, design systems, data-informed iteration, and ethical AI have become baseline professional literacy.

Design University's A.A.S. in UX & IxD meets those needs with a two-year pathway that blends studio production and evidence-based practice. Students learn UX research, information architecture, UI patterns, design systems/tokens, front-end scripting fundamentals, accessibility/WCAG, analytics & experimentation, product management for UX, and emerging platforms (voice, AR, IoT), culminating in a capstone and internship. Graduates finish with portfolio-ready case studies showing measurable outcomes and team-grade delivery skills.

10.2. Program Overview

Duration: 2 Years (24 months)
Structure: 4 Semesters (15 weeks each)
Total Credit Hours: 60
Delivery: 100% online, with blended formats including lectures, virtual studios, and digital project simulations

Credential Awarded: Associate of Applied Science (A.A.S.) in User Experience & Interaction Design

10.3. Program Fundamentals

- Research & Strategy: Planning studies, interviewing, surveying, diary studies, experience mapping, problem framing.
- UX Design Core: Information architecture, wireframing, prototyping, usability testing; UX Design I–II progression.
- Interface & Systems: UI patterns, design systems & tokens, visual language, motion/micro-interactions, content design.
- Technical Foundations: Web authoring I–II (HTML/CSS), scripting I–II (JS + APIs), performance and handoff.
- Accessibility: WCAG-aligned audits, remediation, and scripting for accessible UI.
- Product & Practice: Product management for UX, agile delivery, documentation, portfolio.
- Emerging Platforms: Mobile patterns, voice/UI for assistants, AR prototyping, IoT interaction.
- Ethics & AI for UX: Responsible use of AI co-pilots, data privacy, bias, and disclosure.

10.4. Learning Outcomes

Graduates will be able to:

1. Conduct UX research and synthesize insights into actionable requirements.

2. Create information architectures, wireframes, and interactive prototypes that reflect user needs and business goals.
3. Apply **design systems** and UI patterns consistently across platforms.
4. Implement accessible, responsive interfaces and perform WCAG-aligned audits and fixes.
5. Use **front-end scripting** to prototype interactions and integrate with APIs.
6. Plan and analyze usability tests, A/B experiments, and product metrics.
7. Communicate design decisions through clear storytelling, specs, and stakeholder presentations.
8. Deliver a **portfolio of end-to-end UX case studies** and a team capstone tied to measurable outcomes

Semester	Course Code	Course Title	Format	Credits
Year 1 – Fall (15 weeks)	UXID 101	User Research & Insights	Theory/Studio	3
	UXID 121	UX Design I	Studio	3
	UXID 131	Web Authoring I	Studio	3
	UXID 141	Prototyping Tools & Collaboration	Studio	3
	ENGL 101	English Composition I	Gen Ed	3
Semester total				**15**
Year 1 – Spring (15 weeks)	UXID 122	UX Design II	Studio	3
	UXID 132	Web Authoring II	Studio	3
	UXID 133	Web Scripting I: JavaScript Fundamentals	Studio	3
	UXID 170	UI Patterns & Design Systems	Studio	3
	PSYC 101	Psychology of Perception for UX	Gen Ed	3
Semester total				**15**
Year 2 – Fall (15 weeks)	UXID 221	Interaction Design & Micro-interactions	Studio	3
	UXID 241	Web Scripting II: APIs & App Structure	Studio	3
	UXID 224	Accessibility & Inclusive Design	Theory/Studio	3
	UXID 260	Product Management for UX	Theory	3
	COMM 105	Communication & Presentation for UX	Gen Ed	3
Semester total				**15**
Year 2 – Spring (15 weeks)	UXID 250	Emerging Platforms: Mobile, Voice, AR & IoT	Studio	3
	UXID 270	UX Analytics & Validation	Theory/Studio	3
	UXID 271	AI for UX & Responsible Design	Theory/Studio	3
	UXID 280	Capstone Studio: End-to-End Product	Capstone	3
	UXID 290	Internship / Co-op	Co-op	3
Semester total				**15**

10.5. Program Requirements Narrative

10.6. Admission Requirements

High school diploma (or equivalent). Applicants without this credential may first complete the Foundational Certificate in UX & Interaction Design. A portfolio is encouraged and may support advanced placement.

10.7. Progression Requirements

- Minimum grade of "C" in all courses.
- Core UXID courses follow a sequence (e.g., UXID 121, 122; 131, 132, 133, 241).
- General Education (ENGL 101, PSYC 101, COMM 105) must be completed for graduation.

10.8. Completion Requirements

- 60 credits across four semesters.
- Successful completion of Capstone (UXID 280) and Internship/Co-op (UXID 290).
- Submission of a professional portfolio featuring research plans, prototypes, accessibility artifacts, and measurable outcomes (analytics or test findings).

10.9. Detailed Course Descriptions

10.10. Year 1 – Fall Semester (15 weeks)

10.10.1. **UXID 101 – User Research & Insights (3 credits, Theory/Studio): Introduction to UX research methods for gathering insights about users and markets. Students conduct interviews, surveys, and usability studies to inform design decisions.**

Topics include:

- Formulating research questions
- Contextual inquiry and ethnographic observation
- Surveys, interviews, and diary studies
- Affinity mapping and thematic analysis
- Communicating research insights in reports
- Software/Tools: Miro, Dovetail, Optimal Workshop, Excel/SPSS for analysis

10.10.2. **UXID 121 – UX Design I (3 credits, Studio): Foundations of UX design with emphasis on IA, wireframing, and low-fidelity prototyping.**

Topics include:

- Information architecture and card sorting
- User flows and task analysis
- Wireframes and layout principles
- Low-fidelity prototyping and iteration
- Heuristic evaluation basics
- Software/Tools: Figma, FigJam, Balsamiq

10.10.3. **UXID 131 – Web Authoring I (3 credits, Studio): Introduction to web design and standards-compliant coding.**

Topics include:

- HTML5 semantic structure
- CSS3 styling, grid/flexbox
- Accessibility-first development
- Responsive design fundamentals
- Debugging with browser dev tools
- Software/Tools: Visual Studio Code, GitHub, Chrome DevTools

10.10.4. **UXID 141 – Prototyping Tools & Collaboration (3 credits, Studio): Hands-on practice with design collaboration platforms and prototyping systems.**

Topics include:

- Building prototypes in collaborative tools
- Design tokens and component libraries
- Real-time collaboration and version control
- Developer handoff and design specs
- Critique and iteration practices
- Software/Tools: Figma, Zeplin, Abstract, Notion

10.10.5. **ENGL 101 – English Composition I (3 credits, General Education): Academic and professional writing tailored to UX contexts.**

Topics include:

- Essay and research writing
- Writing personas and scenarios
- Design rationales and project briefs
- Critiques and reflective writing
- Research citation and APA formatting

10.11. Year 1 – Spring Semester (15 weeks)

10.11.1. **UXID 122 – UX Design II (3 credits, Studio): Advanced UX design techniques with emphasis on high-fidelity prototyping and accessibility.**

Topics include:

- UI design patterns and grid systems
- High-fidelity mockups and prototypes
- Animation and micro-interactions
- Accessibility heuristics
- Presentation of design solutions
- Software/Tools: Figma, Adobe XD, Principle, Stark (WCAG plugin)

10.11.2. **UXID 132 – Web Authoring II (3 credits, Studio): Continuation of web authoring with advanced layouts and performance**

optimization.

Topics include:

- Responsive and mobile-first design
- Component-based CSS frameworks
- Web performance optimization
- Advanced semantic markup
- Hosting and deployment
- Software/Tools: VS Code, GitHub Pages, Netlify, Bootstrap, TailwindCSS

10.11.3. **UXID 133 – Web Scripting I: JavaScript Fundamentals (3 credits, Studio): Introduction to client-side programming for interactive UX.**

Topics include:

- DOM manipulation and events
- JavaScript syntax and logic
- Form handling and validation
- Fetch API and basic JSON handling
- Debugging and browser console
- Software/Tools: JavaScript ES6, VS Code, GitHub

10.11.4. **UXID 170 – UI Patterns & Design Systems (3 credits, Studio): Development and application of design systems for consistency across digital products.**

Topics include:

- UI patterns and reusable components
- Design tokens (typography, color, spacing)
- Governance of design systems
- Documentation and developer handoff
- Case studies in enterprise-scale systems
- Software/Tools: Figma Libraries, Storybook, Zeroheight

10.11.5. **PSYC 101 – Psychology of Perception for UX (3 credits, General Education): Explores how human perception and cognition influence interface design.**

Topics include:

- Visual hierarchy and attention
- Gestalt principles in UX
- Color psychology and emotional response
- Memory, cognition, and usability
- Behavioral psychology in interaction design

10.12. Year 2 – Fall Semester (15 weeks)

10.12.1. **UXID 221 – Interaction Design & Micro-interactions (3 credits, Studio): Exploration of dynamic interactions that enhance usability and delight.**

Topics include:

- Principles of interaction design
- Micro-interactions for feedback and state
- Motion design for usability
- Prototyping advanced flows
- Evaluating user engagement
- Software/Tools: Figma, ProtoPie, Framer, After Effects

10.12.2. **UXID 241 – Web Scripting II: APIs & App Structure (3 credits, Studio): Intermediate scripting with focus on data-driven applications.**

Topics include:

- RESTful APIs and JSON parsing
- Authentication basics
- App architecture and modular code
- Performance and error handling
- Intro to databases and persistence
- Software/Tools: JavaScript ES6, Node.js basics, Postman, VS Code

10.12.3. **UXID 224 – Accessibility & Inclusive Design (3 credits, Theory/Studio): Practical application of accessibility standards in UX.**

Topics include:

- WCAG 2.2 guidelines
- Designing for assistive technologies (screen readers, ARIA)
- Accessibility audits and remediation
- Inclusive design case studies
- Policy and legal frameworks (ADA, Section 508)
- Software/Tools: WAVE, Axe DevTools, Stark, NVDA/VoiceOver screen readers

10.12.4. **UXID 260 – Product Management for UX (3 credits, Theory): Introduces product strategy and agile workflows in UX practice.**

Topics include:

- Product roadmaps and OKRs
- Agile and Scrum frameworks
- Writing user stories and acceptance criteria
- Prioritization methods (MoSCoW, RICE)
- Stakeholder communication
- Software/Tools: Jira, Trello, Miro, Notion

10.12.5. **COMM 105 – Communication & Presentation for UX (3 credits, General Education): Focus on oral and visual communication for design professionals.**
Topics include:

- Presentation structure and storytelling
- Client and stakeholder communication
- Live design critiques and workshops
- Visual presentation decks
- Interview and networking skills
- Software/Tools: Google Slides, PowerPoint, Figma for decks

10.13. Year 2 – Spring Semester (15 weeks)

10.13.1. UXID 250 – Emerging Platforms: Mobile, Voice, AR & IoT (3 credits, Studio):
Study of UX for emerging and multi-platform ecosystems.
Topics include:

- Mobile design patterns and gestures
- Voice UI for assistants (Alexa, Google Assistant)
- AR interface design principles
- IoT and connected device interactions
- Prototyping for cross-platform experiences
- Software/Tools: Figma, Adobe Aero, Voiceflow, Unity AR Foundation

10.13.2. UXID 270 – UX Analytics & Validation (3 credits, Theory/Studio):
Explores quantitative and qualitative validation of UX designs.
Topics include:

- Setting UX metrics (SUS, NPS, task success)
- Funnel analysis and event tracking
- A/B testing design and interpretation
- Heatmaps and clickstream analysis
- Ethics of data collection
- Software/Tools: Google Analytics, Hotjar, Optimizely, Maze

10.13.3. UXID 271 – AI for UX & Responsible Design (3 credits, Theory/Studio):
Introduces AI tools for ideation, prototyping, and testing while emphasizing ethics.
Topics include:

- Generative AI for wireframes and text
- AI-assisted research analysis
- Bias and inclusivity in AI systems
- Provenance and disclosure in AI-driven UX
- Future trends in AI-enhanced UX workflows
- Software/Tools: ChatGPT, MidJourney, Uizard, Runway ML

10.13.4. UXID 280 – Capstone Studio: End-to-End Product (3 credits, Capstone):
Final project where teams design, prototype, and test a product from start to finish.
Topics include:

- Problem framing and research
- Wireframing and prototyping
- Usability testing and validation
- Iteration and final presentation
- Documentation of process for portfolio
- Software/Tools: Integrated use of Figma, GitHub, Jira, analytics tools.

10.13.5. UXID 290 – Internship / Co-op (3 credits, Co-op):
Work-based learning experience in UX teams, agencies, or product companies.
Topics include:

- Applying classroom knowledge to professional practice
- Collaboration in cross-functional teams
- Industry-standard workflow exposure
- Reflective journals and supervisor feedback
- Portfolio integration of real-world projects

11.

Associate of Applied Science in

Design and Merchandising

11.1. Rationale

The fashion and retail industries are undergoing profound transformation driven by sustainability, digital innovation, and global consumer trends. Traditional merchandising roles now intersect with e-commerce, AI-powered analytics, social media marketing, and hybrid retail models. At the same time, brands face increasing demand for transparency, ethical sourcing, and cultural inclusivity, requiring professionals who can balance creativity with commerce.

Design University's A.A.S. in Design & Merchandising responds directly to these imperatives. In just two years, students acquire fluency in fashion fundamentals, consumer behavior, retail math, visual merchandising, digital retail, and supply chain basics while also exploring cutting-edge developments such as virtual try-on technologies, AI-driven forecasting, and sustainable business models.

Graduates enter the workforce equipped with practical merchandising strategies, a professional portfolio, and business acumen, ready to take on roles in buying, planning, showroom management, or independent entrepreneurship.

11.2. Program Overview

Duration: 2 Years (24 months)
Structure: 4 Semesters (15 weeks each)
Total Credit Hours: 60
Delivery: 100% online, with blended formats including lectures, case studies, retail simulations, and digital studios
Credential Awarded: Associate of Applied Science (A.A.S.) in Design & Merchandising

11.3. Program Fundamentals

- Fashion Foundations: Fashion history, textiles, and fundamentals of apparel design.
- Consumer & Retail Strategy: Consumer behavior, retail math, and trend forecasting.
- Merchandising & Visual Design: Product line development, assortment planning, and visual merchandising.
- E-commerce & Digital Retail: Omnichannel strategies, online merchandising, brand storytelling, and KPIs.
- Sustainability & Ethics: Sustainable fashion practices, ethical sourcing, and responsible branding.
- Professional Practice: Portfolio development, retail simulations, and entrepreneurship.

11.4. Learning Outcomes

Graduates of the program will be able to:

1. Analyze consumer trends and market data to inform merchandising decisions.
2. Apply retail math to assortment planning, pricing, and inventory management.
3. Create compelling **visual merchandising displays and digital retail experiences**.
4. Evaluate sustainability strategies and integrate ethical practices into retail solutions.
5. Utilize digital tools and analytics platforms to optimize retail performance.
6. Communicate brand narratives effectively across physical and digital channels.
7. Develop a professional **portfolio of merchandising strategies and retail projects**.
8. Demonstrate entry-level readiness for positions in buying, planning, merchandising, and showroom management.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Semester	Course Code	Course Title	Format	Credits
Year 1 – Fall (15 weeks)	DMGT 101	Fashion Fundamentals & Industry Overview	Theory	3
	DMGT 110	Textiles & Materials for Merchandising	Theory/Studio	3
	DMGT 120	Consumer Behavior in Fashion	Theory	3
	DMGT 130	Visual Merchandising I: Principles & Display	Studio	3
	ENGL 101	English Composition I	Gen Ed	3
Semester Total				**15**
Year 1 – Spring (15 weeks)	DMGT 140	Retail Math & Merchandising Calculations	Theory	3
	DMGT 150	Trend Forecasting & Fashion Analytics	Theory/Studio	3
	DMGT 160	Product Development I: Apparel & Accessories	Studio	3
	DMGT 170	Digital Imaging for Merchandising	Studio	3
	PSYC 101	Psychology of Creativity & Consumer Perception	Gen Ed	3
Semester Total				**15**
Year 2 – Fall (15 weeks)	DMGT 210	E-commerce & Omnichannel Retail	Theory/Studio	3
	DMGT 220	Visual Merchandising II: Advanced Strategies	Studio	3
	DMGT 230	Product Development II: Sustainable Fashion	Studio	3
	DMGT 240	Supply Chain & Global Sourcing	Theory	3
	COMM 105	Communication & Presentation for Business	Gen Ed	3
Semester Total				**15**
Year 2 – Spring (15 weeks)	DMGT 250	Fashion Entrepreneurship & Brand Development	Theory/Studio	3
	DMGT 260	Digital Retailing & E-commerce Analytics	Studio	3
	DMGT 270	Sustainability & Ethics in Merchandising	Theory	3
	DMGT 280	Capstone Studio: Merchandising Project	Capstone	3
	DMGT 290	Internship / Co-op	Co-op	3
Semester Total				**15**

11.5. Program Requirements Narrative

Admission Requirements

Applicants must hold a high school diploma (or equivalent). Those without may first complete the **Foundational Certificate in Design & Merchandising**. A portfolio or creative project submission is recommended but not required. Students must be at least 18 years old (or 17 with parental consent) to enroll.

11.6. Progression Requirements

- A minimum grade of "C" in all courses is required to progress.
- Core DMGT-prefixed courses must be taken in sequence.
- General Education courses (ENGL 101, PSYC 101, COMM 105) must be completed for graduation.

11.7. Completion Requirements

- Successful completion of 60 credit hours across 4 semesters.
- Completion of the Capstone Studio (DMGT 280) and Internship/Co-op (DMGT 290).
- Submission of a professional portfolio showcasing merchandising strategies, visual merchandising projects,

  and digital retail campaigns.

Detailed Course Descriptions – A.A.S. in Design & Merchandising

11.8. Year 1 – Fall Semester (15 weeks)

11.8.1. **DMGT 101 – Fashion Fundamentals & Industry Overview (3 credits, Theory):**
Introduction to the global fashion industry, from design to retail. Students explore industry structure, terminology, and key career pathways.
Topics include:

- History and evolution of the fashion industry
- Terminology of fashion and apparel
- Fashion product lifecycle (design, production, retail)
- Key industry players and career roles
- **Overview of fashion markets (luxury, fast fashion, indie)**

11.8.2. **DMGT 110 – Textiles & Materials for Merchandising (3 credits, Theory/Studio):**
Study of fibers, fabrics, and finishes with emphasis on application in merchandising and sustainability.
Topics include:

- Fiber types: natural, synthetic, regenerated
- Yarn construction and fabric weaves/knits
- Dyeing, printing, and finishing techniques
- Performance and care of fabrics
- Sustainable and eco-textiles
  Software/Tools: Swatch libraries, CLO-3D (for fabric simulation), Adobe Illustrator (for fabric mapping)

11.8.3. **DMGT 120 – Consumer Behavior in Fashion (3 credits, Theory):**
Analysis of consumer psychology in fashion retail. Students learn to interpret consumer needs and market trends.
Topics include:

- Consumer demographics and psychographics
- Cultural and social influences on buying
- Decision-making processes in fashion consumption
- Fashion adoption and diffusion theories
- Consumer loyalty and branding

11.8.4. **DMGT 130 – Visual Merchandising I: Principles & Display (3 credits, Studio):**
Introduction to visual merchandising principles for physical and digital retail.
Topics include:

- Store layout and traffic flow
- Fixtures, props, and signage
- Lighting design for merchandising
- Display composition and storytelling
- Retail aesthetics and branding
  Software/Tools: SketchUp, Photoshop, Illustrator, InDesign

11.8.5. **ENGL 101 – English Composition I (3 credits, General Education):**
Academic and professional writing tailored to merchandising contexts.
Topics include:

- Academic essay writing
- Case study analysis
- Writing fashion reports and critiques
- Professional communication
- Research and citation methods

11.9. Year 1 – Spring Semester (15 weeks)

11.9.1. **DMGT 140 – Retail Math & Merchandising Calculations (3 credits, Theory):**
Fundamentals of retail math applied to merchandising decisions.
Topics include:

- Retail pricing strategies
- Markups and markdowns
- Open-to-buy (OTB) planning
- Sales and stock turnover

- Sales forecasting and performance metrics
  Software/Tools: Excel, Google Sheets, Retail Math simulators

11.9.2. DMGT 150 – Trend Forecasting & Fashion Analytics (3 credits, Theory/Studio): Exploration of forecasting and analytics to anticipate consumer trends.
Topics include:

- Forecasting methods (short/long term)
- Social, cultural, and economic influences
- AI-driven analytics tools in fashion forecasting
- Using subscription services (e.g., WGSN, Edited)
- Trend boards and reporting
  Software/Tools: WGSN, Fashion Snoops, Canva, Adobe Illustrator

11.9.3. DMGT 160 – Product Development I: Apparel & Accessories (3 credits, Studio): Introduction to line planning and product development for fashion categories.
Topics include:

- Line sheets and assortment planning
- Technical packages (tech packs)
- Costing and vendor communication
- Product lifecycle management basics
- Collaboration between design and merchandising
  Software/Tools: Adobe Illustrator (flats/line sheets), CLO-3D (basic garment simulation)

11.9.4. DMGT 170 – Digital Imaging for Merchandising (3 credits, Studio): Hands-on course in digital tools for creating visual merchandising materials.
Topics include:

- Creating digital mood boards
- Product photo editing
- Line sheet and lookbook design
- Collage and digital presentation skills
- Mockups for merchandising strategies
  Software/Tools: Adobe Photoshop, Illustrator, InDesign, Canva

11.9.5. PSYC 101 – Psychology of Creativity & Consumer Perception (3 credits, General Education): Study of how psychology shapes creativity and consumer behavior.
Topics include:

- Creative processes and innovation
- Visual perception and branding
- Consumer motivation and decision-making
- Emotional design and appeal
- Creativity in problem-solving

11.10. Year 2 – Fall Semester (15 weeks)

11.10.1. DMGT 210 – E-commerce & Omnichannel Retail (3 credits, Theory/Studio): Introduction to strategies for selling across digital and physical channels.
Topics include:

- E-commerce merchandising
- Omnichannel retail models (click-and-mortar, hybrid retail)
- UX/UI for digital retail platforms
- Logistics for e-commerce fulfillment
- Metrics for digital retail success
  Software/Tools: Shopify, WooCommerce, Google Analytics

11.10.2. DMGT 220 – Visual Merchandising II: Advanced Strategies (3 credits, Studio): Advanced practice in creating immersive retail experiences.
Topics include:

- Flagship store design concepts
- Pop-up shops and event merchandising
- Digital displays and AR/VR integration
- Advanced display construction techniques
- Case studies of innovative retail strategies
  Software/Tools: SketchUp, Rhino, Adobe XD, ARKit/ARCore for simulations

11.10.3. DMGT 230 – Product Development II: Sustainable Fashion (3 credits, Studio): Focus on sustainable and ethical practices in product development.
Topics include:

- Eco-material sourcing
- Circular fashion design systems
- Ethical labor and sourcing practices
- Certifications and compliance standards
- Case studies in sustainable brands
  Software/Tools: CLO-3D (sustainable garment prototyping), Higg Index

11.10.4. DMGT 240 – Supply Chain & Global Sourcing (3 credits, Theory): Study of global supply chain management and sourcing strategies.
Topics include:

- Supply chain basics and logistics
- Vendor selection and sourcing strategies
- Import/export regulations
- Risk management in sourcing
- Sustainable and ethical sourcing challenges

11.10.5. COMM 105 – Communication & Presentation for Business (3 credits, General Education): Oral and visual communication skills for merchandising professionals.
Topics include:

- Professional presentation design
- Pitching brand concepts and reports
- Storytelling with visuals
- Interpersonal and cross-cultural communication
- Public speaking for business contexts
  Software/Tools: PowerPoint, Google Slides, Prezi

11.11. Year 2 – Spring Semester (15 weeks)

11.11.1. DMGT 250 – Fashion Entrepreneurship & Brand Development (3 credits, Theory/ Studio):
Introduction to entrepreneurship in the fashion industry.

Topics include:

- Business models for fashion startups
- Brand identity and storytelling
- Financing and business planning
- Marketing and growth strategies
- Case studies in successful fashion brands
  Software/Tools: Canva, Adobe Illustrator, Shopify

11.11.2. DMGT 260 – Digital Retailing & E-commerce Analytics (3 credits, Studio):
Hands-on course in analytics and performance measurement for online retail.

Topics include:

- Key performance indicators (KPIs)
- Web traffic and conversion rates
- Customer journey mapping
- Dashboard creation and reporting
- Using analytics to optimize campaigns
  Software/Tools: Google Analytics, Hotjar, Tableau

11.11.3. DMGT 270 – Sustainability & Ethics in Merchandising (3 credits, Theory):
Examination of sustainability and ethics in global merchandising.

Topics include:

- Environmental, Social, and Governance (ESG) frameworks
- Corporate social responsibility (CSR) in fashion
- Transparency in consumer communication
- Ethical dilemmas in fashion retail
- Sustainable innovation and future trends

11.11.4. DMGT 280 – Capstone Studio: Merchandising Project (3 credits, Capstone):
Culminating project where students apply their skills in a real-world merchandising challenge.

Topics include:

- Defining a merchandising project brief
- Research and consumer insights
- Strategy development and execution
- Portfolio-ready documentation
- Final presentation to peers and industry professionals
  Software/Tools: Adobe Creative Suite, Shopify, Analytics tools

11.11.5. DMGT 290 – Internship / Co-op (3 credits, Co-op):
Supervised placement in retail, fashion, or merchandising environments.

Topics include:

- Application of classroom knowledge in industry settings
- Teamwork in merchandising or retail roles
- Professional communication and workplace practices
- Reflective journaling and supervisor evaluations
- Integration of real-world projects into portfolio

12.

Associate of Applied Science in

Environmental Graphic Design

12.1. Rationale

Environmental Graphic Design (EGD) has emerged as a critical discipline where graphic design, architecture, and spatial experience converge. As organizations and cities grow increasingly complex, the need for clear wayfinding, branded environments, accessible signage, and experiential graphics has never been greater.

Today's EGD professionals must be fluent not only in typography and visual systems but also in environmental psychology, inclusive design, digital wayfinding systems, and sustainability. With the rise of AR-enhanced environments, interactive kiosks, and immersive media, the field is rapidly expanding beyond static signs into dynamic, responsive communication systems.

Design University's A.A.S. in Environmental Graphic Design equips learners with the creative, technical, and strategic skills to thrive in this evolving industry. By combining design fundamentals with architectural awareness, digital prototyping, and global accessibility standards, graduates are prepared to make physical spaces more functional, inspiring, and inclusive.

12.2. Program Overview

Duration: 2 Years (24 months)
Structure: 4 Semesters (15 weeks each)
Total Credit Hours: 60
Delivery: 100% online, with blended formats including lectures, design labs, and digital prototyping simulations
Credential Awarded: Associate of Applied Science (A.A.S.) in Environmental Graphic Design

12.3. Program Fundamentals

- Design Core: Graphic design principles, typography, branding, and spatial storytelling.
- Wayfinding & Signage Systems: Design of signage, maps, and orientation systems for public spaces.
- Experiential Graphics: Branded environments, exhibition design, and immersive storytelling.
- Environmental Psychology & Accessibility: Understanding human behavior, perception, ADA compliance, and universal design.
- Digital Tools & Technologies: CAD visualization, prototyping, AR/VR integration, digital signage systems.
- Professional Practice: Portfolio preparation, project documentation, teamwork, and entrepreneurship.

12.4. Learning Outcomes

Graduates of this program will be able to:

1. Apply **graphic design and branding principles** to built environments.
2. Design **signage and wayfinding systems** that are functional, accessible, and culturally sensitive.
3. Integrate **environmental psychology and user behavior analysis** into design solutions.
4. Use industry-standard tools (Adobe Creative Suite, SketchUp, Rhino, AR prototyping tools) for **2D and 3D environmental graphics**.
5. Develop **experiential and branded environments** that communicate identity and enhance user experience.
6. Incorporate **sustainability and accessibility standards** into environmental graphics.
7. Collaborate effectively with architects, planners, and stakeholders.
8. Produce a professional **portfolio of EGD projects** demonstrating technical, creative, and strategic capabilities.

Semester	Course Code	Course Title	Format	Credits
Year 1 – Fall (15 weeks)	EGD 101	Foundations of Graphic & Spatial Design	Studio	3
	EGD 110	History of Environmental & Graphic Design	Theory	3
	EGD 120	Digital Tools I: Adobe Creative Suite	Studio	3
	EGD 130	Drawing & Visualization for Designers	Studio	3
	ENGL 101	English Composition I	Gen Ed	3
Semester Total				**15**
Year 1 – Spring (15 weeks)	EGD 140	Wayfinding & Signage Systems I	Studio	3
	EGD 150	Digital Tools II: CAD & 3D Visualization	Studio	3
	EGD 160	Environmental Psychology & Human Behavior	Theory	3
	EGD 170	Visual Identity & Branding for Spaces	Studio	3
	PSYC 101	Psychology of Perception	Gen Ed	3
Semester Total				**15**
Year 2 – Fall (15 weeks)	EGD 210	Wayfinding & Signage Systems II	Studio	3
	EGD 220	Experiential & Branded Environments	Studio	3
	EGD 230	Digital Tools III: AR/VR & Interactive Media	Studio	3
	EGD 240	Codes, Standards & Accessibility in EGD	Theory	3
	COMM 105	Communication & Presentation for Designers	Gen Ed	3
Semester Total				**15**
Year 2 – Spring (15 weeks)	EGD 250	Sustainability & Environmental Responsibility	Theory/Studio	3
	EGD 260	Interdisciplinary Studio (Capstone Project)	Capstone	3
	EGD 270	Professional Practice & Portfolio	Studio	3
	EGD 280	Internship / Co-op	Co-op	3
	EGD 290	Emerging Trends in Environmental Graphic Design	Theory	3
Semester Total				**15**

12.5. Program Requirements Narrative

Admission Requirements

Applicants must hold a high school diploma (or equivalent). Those without may first complete the **Foundational Certificate in Design Foundations**. Portfolios are encouraged and may strengthen admission, especially for students with prior art or design experience.

12.6. Progression Requirements

- **Students must earn a minimum grade of "C" in all courses.**
- Core EGD-prefixed courses must be completed in sequence.
- General Education (ENGL 101, PSYC 101, COMM 105) must be completed for graduation.

12.7. Completion Requirements

- Completion of 60 credit hours across 4 semesters.
- Successful completion of Capstone (EGD 260) and Internship/Co-op (EGD 280).
- Submission of a portfolio that demonstrates expertise in wayfinding, signage, branding, experiential graphics, and digital prototyping.

12.8. Detailed Course Descriptions – A.A.S. in Environmental Graphic Design

12.9. Year 1 – Fall Semester (15 weeks)

12.9.1. **EGD 101 – Foundations of Graphic & Spatial Design (3 credits, Studio):**
Introduction to the principles of design and spatial storytelling. Students learn how typography, color, and form interact with architecture and environments.

Topics include:

- Elements and principles of design in space
- Basics of typography and color systems
- Visual hierarchy in environmental communication
- Graphic layout for 2D and 3D contexts
- Introduction to environmental storytelling Software/Tools: Adobe Illustrator, InDesign, Photoshop

12.9.2. **EGD 110 – History of Environmental & Graphic Design (3 credits, Theory):**
Survey of design history focusing on signage, wayfinding, and branding within environments.

Topics include:

- Origins of signage and symbols across cultures
- Development of wayfinding in public spaces
- Bauhaus, Modernism, and contemporary influences
- Branded environments and exhibition design
- Global and cultural perspectives on EGD

12.9.3. **EGD 120 – Digital Tools I: Adobe Creative Suite (3 credits, Studio):**
Training in Adobe software for environmental graphics. Students produce signage, icons, and layouts using vector and raster graphics.

Topics include:

- Illustrator for iconography and logos
- InDesign for environmental brochures and signage layouts
- Photoshop for mockups and image editing
- File prep for large-scale production
- Asset management and workflow efficiency Software/Tools: Adobe Illustrator, Photoshop, InDesign

12.9.4. **EGD 130 – Drawing & Visualization for Designers (3 credits, Studio):**
Exploration of hand drawing and visualization for EGD projects.

Topics include:

- Freehand sketching of signage concepts
- Perspective drawing for spatial representation
- Diagramming circulation flows and site maps
- Storyboarding for environmental communication
- Concept ideation through sketchbooks Software/Tools: Traditional media + SketchBook Pro, Procreate (optional)

12.9.5. **ENGL 101 – English Composition I (3 credits, General Education):**
Development of writing skills for academic and professional purposes.

Topics include:

- Academic essay and report writing
- Research and citation
- Writing design briefs and proposals
- Critical analysis of design literature
- Professional written communication

12.10. Year 1 – Spring Semester (15 weeks)

12.10.1. **EGD 140 – Wayfinding & Signage Systems I (3 credits, Studio):**
Introduction to signage systems for buildings and small campuses. Students design functional orientation tools that are ADA-compliant.

Topics include:

- Principles of wayfinding design
- Typography for signage and legibility standards
- ADA and accessibility requirements
- Pictograms and universal symbols
- Creating signage family systems
  Software/Tools: Adobe Illustrator, InDesign, SketchUp

12.10.2. **EGD 150 – Digital Tools II: CAD & 3D Visualization (3 credits, Studio): Introduction to CAD and 3D modeling for EGD projects.**

Topics include:

- Basics of 3D modeling for signage and displays
- Importing graphics into 3D environments
- Rendering signage in context
- Introduction to scale modeling
- File preparation for fabrication
  Software/Tools: SketchUp, Rhino, AutoCAD

12.10.3. **EGD 160 – Environmental Psychology & Human Behavior (3 credits, Theory): Exploration of human perception, behavior, and navigation in environments.**

Topics include:

- Psychological principles of spatial orientation
- Human interaction with environments
- Color and lighting psychology
- Behavior mapping and observation techniques
- Cultural and social influences on navigation

12.10.4. **EGD 170 – Visual Identity & Branding for Spaces (3 credits, Studio): Study of how branding systems extend into physical environments.**

Topics include:

- Brand storytelling through space
- Integration of logos and visual identity into signage
- Cohesive design of environments for brand expression
- Case studies: retail, museums, universities
- Designing identity guidelines for spatial applications
  Software/Tools: Adobe Illustrator, InDesign, Photoshop

12.10.5. **PSYC 101 – Psychology of Perception (3 credits, General Education): Study of human perception as it relates to design.**

Topics include:

- Visual hierarchy and attention
- Gestalt principles
- Perception of color, depth, and motion
- User perception in signage systems
- Cross-cultural differences in interpretation

12.11. Year 2 – Fall Semester (15 weeks)

12.11.1. **EGD 210 – Wayfinding & Signage Systems II (3 credits, Studio): Advanced signage design for large and complex environments.**

Topics include:

- Wayfinding for hospitals, airports, and campuses
- Multi-lingual and cross-cultural signage
- Digital signage systems and kiosks
- Environmental safety and compliance codes
- Testing and user validation of wayfinding systems
  Software/Tools: Adobe Illustrator, SketchUp, Rhino, InDesign

12.11.2. **EGD 220 – Experiential & Branded Environments (3 credits, Studio): Designing immersive and branded experiences in environments.**

Topics include:

- Retail, museum, and corporate experiential graphics
- Integrating storytelling into physical environments
- Large-scale graphics and supergraphics
- Interactive exhibits and installations
- Case studies in branded environments
  Software/Tools: Photoshop, Illustrator, InDesign, After Effects, SketchUp

12.11.3. **EGD 230 – Digital Tools III: AR/VR & Interactive Media (3 credits, Studio): Exploration of emerging media for environmental graphics.**

Topics include:

- AR and VR prototyping for EGD projects
- Interactive kiosks and touchscreen design
- Unity for environmental prototypes
- Storytelling in immersive spaces
- Case studies in smart cities and digital signage
  Software/Tools: Unity, Adobe Aero, ARKit/ARCore, After Effects

12.11.4. **EGD 240 – Codes, Standards & Accessibility in EGD (3 credits, Theory): Study of codes, standards, and accessibility in environmental graphics.**

Topics include:

- ADA guidelines for signage and wayfinding
- ISO signage and safety standards
- Fire and emergency egress requirements
- Universal design principles
- Legal and ethical implications in EGD

12.11.5. COMM 105 – Communication & Presentation for Designers (3 credits, General Education): Practical training in communication and presentation skills for designers.

Topics include:

- Professional presentation design
- Storytelling in design proposals
- Client-facing communication
- Critique and feedback skills
- Public speaking for designers
  Software/Tools: PowerPoint, Google Slides, Adobe InDesign

12.12. Year 2 – Spring Semester (15 weeks)

12.12.1. EGD 250 – Sustainability & Environmental Responsibility (3 credits, Theory/Studio): Introduction to sustainable practices in EGD.

Topics include:

- Sustainable materials for signage and displays
- Eco-friendly production methods
- Lifecycle assessment of EGD projects
- Designing for reuse and recyclability
- Case studies in green design
  Software/Tools: Higg Index (sustainability toolkits), Adobe Illustrator

12.12.2. EGD 260 – Interdisciplinary Studio (Capstone Project) (3 credits, Capstone): Culminating project that integrates knowledge across the program.

Topics include:

- Defining a comprehensive EGD project brief
- Multi-component design (wayfinding, signage, branding)
- Collaboration across disciplines (architecture, planning)
- Iteration, critique, and refinement
- Portfolio-ready project presentation
  Software/Tools: Integrated use of Adobe Creative Suite, SketchUp, Rhino, Unity

12.12.3. EGD 270 – Professional Practice & Portfolio (3 credits, Studio): Preparation for professional practice and portfolio development.

Topics include:

- Building a professional EGD portfolio
- Documenting design process and deliverables
- Career preparation (resumes, cover letters)
- Entrepreneurship and freelance practice
- Mock client presentations and critiques
  Software/Tools: Adobe InDesign, Illustrator, Photoshop, Behance/Portfolio platforms

12.12.4. EGD 280 – Internship / Co-op (3 credits, Co-op): Supervised work placement in an EGD-related field.

Topics include:

- Industry experience in design/ architecture firms
- Applying classroom learning to real projects
- Team collaboration in professional contexts
- Reflective journals and reporting
- Portfolio integration of internship projects

12.12.5. EGD 290 – Emerging Trends in Environmental Graphic Design (3 credits, Theory): Study of future directions in EGD.
Topics include:

- Smart city design and IoT signage
- Interactive media and AR-enhanced environments
- Culturally inclusive signage strategies
- AI in EGD workflows
- Future roles of EGD in global design practice

13.

Associate of Applied Science in

Exhibition and Retail Design

13.1. Rationale

Exhibition and retail environments have become powerful mediums for storytelling, cultural expression, and brand engagement. From museum galleries to flagship retail stores and global trade shows, organizations use designed experiences to communicate identity, values, and narratives. The field now requires designers who can blend spatial design, branding, interactive technologies, and visitor psychology to craft environments that inform, inspire, and persuade.

At the same time, sustainability, inclusivity, and technological integration are reshaping the industry. AR/VR-enhanced exhibitions, hybrid physical-digital retail spaces, and multi-sensory design strategies are now standard expectations. Design University's A.A.S. in Exhibition & Retail Design prepares students to thrive in this evolving landscape by integrating theory, studio practice, and digital tools into a portfolio-driven education.

13.2. Program Overview

Duration: 2 Years (24 months)
Structure: 4 Semesters (15 weeks each)
Total Credit Hours: 60
Delivery: 100% online, with blended formats including lectures, project studios, and digital simulations
Credential Awarded: Associate of Applied Science (A.A.S.) in Exhibition & Retail Design

13.3. Program Fundamentals

- **Exhibition Design:** Exhibition planning, interpretive storytelling, visitor flow, and curatorial collaboration.
- **Retail Space Design:** Store planning, brand integration, experiential marketing, and visual merchandising.
- **Lighting & Multi-sensory Strategies:** Lighting design, acoustics, and tactile engagement.
- **Interactive & Hybrid Spaces:** AR/VR integration, digital signage, and cross-platform retail storytelling.
- **Sustainability & Inclusivity:** Sustainable materials, eco-conscious strategies, and universal design.
- **Professional Practice:** Portfolio development, project documentation, and real-world client simulations.

13.4. Learning Outcomes

Graduates of the program will be able to:

1. Design exhibitions and retail environments that blend **aesthetic appeal, functionality, and storytelling**.
2. Develop **branded spatial experiences** that enhance consumer and visitor engagement.
3. Apply **lighting and multi-sensory strategies** to influence visitor perception and flow.
4. Utilize **digital tools** (Adobe Creative Suite, SketchUp, Rhino, Unity, AR platforms) for prototyping and visualization.
5. Evaluate projects through the lens of **sustainability, inclusivity, and accessibility**.
6. Integrate **emerging technologies** (AR/VR, hybrid retail, interactive displays) into design projects.
7. Collaborate with interdisciplinary teams in simulated client scenarios.
8. Build a professional **portfolio of exhibitions and retail projects** demonstrating readiness for cultural and commercial sectors.

Semester	Course Code	Course Title	Format	Credits
Year 1 – Fall (15 weeks)	EXRD 101	Foundations of Exhibition & Retail Design	Theory/Studio	3
	EXRD 110	Visual Communication for Environments	Studio	3
	EXRD 120	Digital Tools I: Adobe Creative Suite	Studio	3
	EXRD 130	Drawing & Visualization Techniques	Studio	3
	ENGL 101	English Composition I	Gen Ed	3
Semester Total				**15**
Year 1 – Spring (15 weeks)	EXRD 140	Exhibition Planning & Storytelling	Theory/Studio	3
	EXRD 150	Retail Space Design I: Store Planning	Studio	3
	EXRD 160	Digital Tools II: 3D Modeling & CAD	Studio	3
	EXRD 170	Lighting Design for Exhibitions & Retail	Studio	3
	PSYC 101	Psychology of Visitor Experience	Gen Ed	3
Semester Total				**15**
Year 2 – Fall (15 weeks)	EXRD 210	Retail Space Design II: Brand Environments	Studio	3
	EXRD 220	Exhibition Design II: Large-Scale Projects	Studio	3
	EXRD 230	Digital Tools III: AR/VR & Interactive Media	Studio	3
	EXRD 240	Sustainability & Materials in Exhibition/Retail	Theory/Studio	3
	COMM 105	Communication & Presentation for Designers	Gen Ed	3
Semester Total				**15**
Year 2 – Spring (15 weeks)	EXRD 250	Hybrid Retail & Experiential Marketing	Theory/Studio	3
	EXRD 260	Professional Practice & Portfolio	Studio	3
	EXRD 270	Interdisciplinary Capstone Project	Capstone	3
	EXRD 280	Internship / Co-op	Co-op	3
	EXRD 290	Emerging Trends in Exhibition & Retail Design	Theory	3
Semester Total				**15**

13.5. Program Requirements

13.6. Admission Requirements

Applicants must hold a high school diploma (or equivalent). Those without may first complete the **Foundational Certificate in Exhibition & Retail Design**. A portfolio is encouraged and may strengthen admission, especially for students with prior art or design experience.

13.7. Progression Requirements

- Students must earn a minimum grade of "C" in all courses.
- Core EXRD-prefixed courses must be completed in sequence.
- General Education courses (ENGL 101, PSYC 101, COMM 105) must be completed for graduation.

13.8. Completion Requirements

- Completion of 60 credit hours across 4 semesters.
- Successful completion of the Capstone (EXRD 270) and Internship/Co-op (EXRD 280).
- Submission of a portfolio showcasing retail and exhibition design solutions, including both physical and digital projects.

13.9. Detailed Course Descriptions – A.A.S. in Exhibition & Retail Design

13.10. Year 1 – Fall Semester (15 weeks)

13.10.1. **EXRD 101 – Foundations of Exhibition & Retail Design (3 credits, Theory/Studio):**
Introduction to the principles of spatial design for exhibitions and retail.
Students explore cultural context, design fundamentals, and the role of storytelling in engaging environments.

Topics include:

- Principles of exhibition and retail design
- Cultural and historical precedents
- Spatial storytelling basics
- Design process from concept to execution
- Introduction to visitor/user-centered design

13.10.2. **EXRD 110 – Visual Communication for Environments (3 credits, Studio):**
Focus on visual communication for exhibition and retail contexts, integrating typography, branding, and environmental graphics.

Topics include:

- Typography and legibility in space
- Branding within built environments
- Pictograms and signage systems
- Layouts for large-scale graphics
- Case studies of retail and exhibition branding
Software/Tools: Adobe Illustrator, Photoshop, InDesign

13.10.3. **EXRD 120 – Digital Tools I: Adobe Creative Suite (3 credits, Studio):**
Training in Adobe Creative Suite for exhibition and retail communication design.

Topics include:

- Photoshop for image editing and mood boards
- Illustrator for vector graphics and signage
- InDesign for presentations and documentation
- File prep for print and digital environments
- Digital workflows for collaborative projects
Software/Tools: Adobe Creative Suite (Illustrator, Photoshop, InDesign)

13.10.4. **EXRD 130 – Drawing & Visualization Techniques (3 credits, Studio):**
Development of freehand sketching, perspective, and diagramming for spatial communication.

Topics include:

- Freehand sketching for spatial design
- One- and two-point perspective
- Diagramming visitor flow and layouts
- Storyboarding and narrative sketches
- Concept ideation for exhibitions/retail spaces
Software/Tools: Traditional media + SketchBook Pro, Procreate

13.10.5. **ENGL 101 – English Composition I (3 credits, General Education):**
Focus on writing and communication for academic and professional contexts.

Topics include:

- Academic writing and analysis
- Research and citation practices
- Writing design briefs and reports
- Case study documentation
- Developing professional tone and clarity

13.11. Year 1 – Spring Semester (15 weeks)

13.11.1. **EXRD 140 – Exhibition Planning & Storytelling (3 credits, Theory/Studio):**
Exploration of exhibition planning with a focus on narrative design and curatorial collaboration.

Topics include:

- Exhibition goals and audience analysis
- Narrative frameworks for exhibitions
- Working with curators and content experts

- Visitor engagement strategies
- Prototyping interpretive elements
Software/Tools: InDesign, Illustrator, Miro

13.11.2. EXRD 150 – Retail Space Design I: Store Planning (3 credits, Studio):
Introduction to retail planning with emphasis on store layouts and merchandising zones.

Topics include:

- Floor plan development
- Circulation patterns and customer flow
- Zoning for product categories
- Fixture and display planning
- Accessibility in store design
Software/Tools: SketchUp, AutoCAD, Rhino

13.11.3. EXRD 160 – Digital Tools II: 3D Modeling & CAD (3 credits, Studio):
Training in 3D modeling and CAD software for spatial visualization.

Topics include:

- 3D modeling fundamentals
- Importing graphics into 3D contexts
- Rendering interiors for exhibitions/retail
- Camera positioning and visualization
- Preparing files for prototyping and VR
Software/Tools: SketchUp, Rhino, AutoCAD, V-Ray

13.11.4. EXRD 170 – Lighting Design for Exhibitions & Retail (3 credits, Studio):
Introduction to lighting design as a critical tool in shaping visitor experience.

Topics include:

- Principles of lighting design
- Fixture types and applications
- Lighting for merchandise and exhibits
- Color temperature and mood
- Energy-efficient lighting systems
Software/Tools: Dialux, Revit (lighting plans), Adobe Photoshop (visual mockups)

13.11.5. PSYC 101 – Psychology of Visitor Experience (3 credits, General Education):
Study of environmental psychology applied to visitor behavior and experience.

Topics include:

- Human factors and ergonomics
- Perception and cognition in spatial contexts
- Behavioral mapping of visitors
- Emotional design in environments
- Case studies in museums and retail

13.12. Year 2 – Fall Semester (15 weeks)

13.12.1. EXRD 210 – Retail Space Design II: Brand Environments (3 credits, Studio):
Advanced retail design integrating brand identity and experiential marketing.

Topics include:

- Brand storytelling in space
- Flagship and concept store design
- Experiential marketing principles
- Integration of digital media in retail
- Sustainable approaches to retail environments
Software/Tools: SketchUp, Rhino, Photoshop, Illustrator

13.12.2. EXRD 220 – Exhibition Design II: Large-Scale Projects (3 credits, Studio):
Focus on large-scale and complex exhibition environments.

Topics include:

- Trade show booth and pavilion design
- Museum exhibitions and interactive galleries
- Managing visitor flow in large spaces
- Multi-sensory design approaches
- Collaboration with multidisciplinary teams
Software/Tools: InDesign, SketchUp, Rhino, Unity (basic interactive simulations)

13.12.3. EXRD 230 – Digital Tools III: AR/VR & Interactive Media (3 credits, Studio):
Exploration of immersive technologies for exhibition and retail design.

Topics include:

- AR prototyping for retail experiences
- VR walkthroughs for exhibitions
- Interactive kiosks and touchscreen systems
- Integration of motion graphics into environments
- Case studies of hybrid physical-digital spaces
Software/Tools: Unity, Adobe Aero, ARKit/ARCore, After Effects

13.12.4. EXRD 240 – Sustainability & Materials in Exhibition/Retail (3 credits, Theory/Studio):
Study of sustainable materials and eco-conscious design strategies.

Topics include:

- Eco-friendly materials and fabrication methods
- Lifecycle assessment of displays and fixtures
- Designing for reuse and recyclability
- Energy-efficient systems for exhibitions/retail
- Case studies of green exhibitions and retail brands
Software/Tools: SimaPro, OpenLCA, Illustrator (documentation)

13.12.5. COMM 105 – Communication & Presentation for Designers (3 credits, General Education):
Training in client communication and presentation skills.

Topics include:

- Structuring persuasive design presentations

- Public speaking for design contexts
- Storytelling through visuals
- Critiques and feedback methods
- Professional communication with clients
  Software/Tools: PowerPoint, Google Slides, Adobe InDesign

13.13. Year 2 – Spring Semester (15 weeks)

13.13.1. EXRD 250 – Hybrid Retail & Experiential Marketing (3 credits, Theory/Studio): Study of hybrid and experiential strategies in retail.

Topics include:

- Omni-channel retail experiences
- Experiential marketing and brand activations
- Integration of social media and digital touchpoints
- Metrics for experiential engagement
- Emerging trends in hybrid retail
  Software/Tools: Shopify, Figma (UI mockups), Unity (basic retail simulations)

13.13.2. EXRD 260 – Professional Practice & Portfolio (3 credits, Studio): Preparation for professional practice and portfolio development.

Topics include:

- Portfolio assembly and curation
- Documenting design process and outcomes
- Resume and career documentation
- Freelancing and entrepreneurship in EGD/retail
- Mock client pitches and reviews
  Software/Tools: Adobe InDesign, Illustrator, Behance/Portfolio platforms

13.13.3. EXRD 270 – Interdisciplinary Capstone Project (3 credits, Capstone): Final capstone studio integrating knowledge from across the program.

Topics include:

- Developing comprehensive exhibition/retail briefs
- Collaborative team projects
- Prototyping and testing solutions
- Final presentation to faculty and industry mentors
- Documentation for professional portfolio
  Software/Tools: Integrated use of Adobe Creative Suite, SketchUp, Rhino, Unity, AR/VR tools

13.13.4. EXRD 280 – Internship / Co-op (3 credits, Co-op): Work placement in exhibition, retail, or brand design environments.

Topics include:

- Applying classroom learning to professional contexts
- Collaborating in cross-disciplinary teams
- Industry-standard workflows and responsibilities
- Reflective journaling and supervisor evaluations
- Portfolio integration of real-world projects

13.13.5. EXRD 290 – Emerging Trends in Exhibition & Retail Design (3 credits, Theory): Exploration of future-facing innovations and global shifts in the field.

Topics include:

- Smart retail and IoT-driven environments
- AI in retail analytics and exhibition design
- AR/VR integration in cultural and commercial contexts
- Cultural inclusivity and global perspectives
- Future scenarios for exhibitions and branded spaces

14.

Associate of Applied Science in

Design Innovation and Technology

14.1. Rationale

Industries worldwide are being reshaped by artificial intelligence, immersive media, and digital transformation, making design-led innovation a crucial driver of change. Organizations across healthcare, education, entertainment, and business now seek professionals who can merge creativity with technology to deliver solutions that are human-centered, adaptive, and future-ready.

The A.A.S. in Design Innovation & Technology responds to this demand by blending design thinking, emerging technologies, and creative prototyping. Students learn to tackle complex challenges, develop cross-disciplinary fluency, and apply technologies such as generative AI, AR/VR, and digital fabrication to create transformative solutions.

Graduates leave with an innovation-focused portfolio and the ability to thrive in diverse roles from UX/UI and creative technology to innovation strategy and digital content creation.

14.2. Program Overview

Duration: 2 Years (24 months)
Structure: 4 Semesters (15 weeks each)
Total Credit Hours: 60
Delivery: 100% online, combining lectures, digital studios, and AI-enabled labs
Credential Awarded: Associate of Applied Science (A.A.S.) in Design Innovation & Technology

14.3. Program Fundamentals

- **Design Thinking & Strategy: Human-centered design, systems thinking, and innovation frameworks.**
- **UX/UI & Interaction Design: Wireframing, prototyping, usability, and responsive design systems.**
- **Emerging Technologies: Generative AI, AR/VR, extended reality (XR), and creative coding.**
- **Digital Content Creation: Video, animation, and immersive media for communication and storytelling.**
- **Innovation Labs: Interdisciplinary studios simulating real-world collaboration.**
- **Professional Practice: Portfolio building, design entrepreneurship, and project management.**

14.4. Learning Outcomes

Graduates of this program will be able to:

1. Apply **design thinking methodologies** to solve complex, cross-disciplinary challenges.
2. Create **user-centered digital experiences** using UX/UI principles and interactive prototyping.
3. Utilize **generative AI and creative coding** for design exploration and content generation.
4. Develop and present **AR/VR prototypes** for immersive storytelling and user engagement.
5. Employ **digital media tools** (video, 3D, motion graphics) to create compelling communication assets.
6. Collaborate across disciplines, integrating design with technology, business, and social impact.
7. Evaluate solutions through the lens of **sustainability, inclusivity, and cultural relevance**.
8. Build a professional **portfolio of innovation projects** demonstrating technical and strategic creativity.

Semester	Course Code	Course Title	Format	Credits
Year 1 – Fall (15 weeks)	DIT 101	Foundations of Design Thinking & Innovation	Theory/Studio	3
	DIT 110	Visual Communication & Digital Media Basics	Studio	3
	DIT 120	UX/UI Design I: Wireframing & Prototyping	Studio	3
	DIT 130	Digital Tools I: Creative Suite & Collaboration	Studio	3
	ENG 101	English Composition I	Gen Ed	3
Semester Total				**15**
Year 1 – Spring (15 weeks)	DIT 140	Emerging Tech I: Generative AI & Creative Coding	Studio	3
	DIT 150	UX/UI Design II: Interactive Prototyping	Studio	3
	DIT 160	Digital Content Creation I: Video & Motion	Studio	3
	DIT 170	Innovation Studio I: Interdisciplinary Projects	Studio	3
	PSYC 101	Psychology of Creativity & Human Behavior	Gen Ed	3
Semester Total				**15**
Year 2 – Fall (15 weeks)	DIT 210	Emerging Tech II: AR/ VR & Immersive Media	Studio	3
	DIT 220	Digital Content Creation II: 3D & Interactive Media	Studio	3
	DIT 230	Innovation Studio II: Global Challenges	Studio	3
	DIT 240	Design Futures & Foresight Methods	Theory	3
	COMM 105	Communication & Presentation for Innovators	Gen Ed	3
Semester Total				**15**
Year 2 – Spring (15 weeks)	DIT 250	Professional Practice in Design Innovation	Theory/Studio	3
	DIT 260	AI, Ethics & Responsible Innovation	Theory	3
	DIT 270	Capstone Studio: Innovation Project	Capstone	3
	DIT 280	Internship / Co-op	Co-op	3
	DIT 290	Portfolio Development & Industry Readiness	Studio	3
Semester Total				**15**

14.5. Program Requirements

14.6. Admission Requirements

Applicants must hold a high school diploma (or equivalent). Those without may first complete the Foundational Certificate in Design Innovation & Technology. A portfolio is encouraged but not required for admission.

14.7. Progression Requirements

- Students must earn a minimum grade of "C" in all courses.
- Core DIT-prefixed courses must be taken in sequence.
- General Education (ENGL 101, PSYC 101, COMM 105) must be completed for graduation.

14.8. Completion Requirements

- Completion of 60 credit hours across 4 semesters.
- Successful completion of the Capstone (DIT 270) and Internship/Co-op (DIT 280).
- Submission of a portfolio of innovation projects, including case studies, prototypes, and applied emerging tech solutions.

14.9. Detailed Course Descriptions

14.10. Year 1 – Fall Semester (15 weeks)

14.10.1. DIT 101 – Foundations of Design Thinking & Innovation (3 credits, Theory/Studio): Introduction to human-centered design and innovation frameworks. Students learn to frame problems, ideate creatively, and prototype early solutions.

Topics include:

- Principles of design thinking (empathize, define, ideate, prototype, test)
- Systems thinking and problem reframing
- Rapid prototyping methods
- Storytelling for innovation
- Case studies in global design innovation
  Software/Tools: Miro, Figma, Mural

14.10.2. DIT 110 – Visual Communication & Digital Media Basics (3 credits, Studio): Explores the fundamentals of visual communication through typography, imagery, and digital media.

Topics include:

- Principles of design (balance, contrast, hierarchy)
- Typography basics and digital application
- Color theory and visual storytelling
- Image editing for communication
- Layout design for presentations
  Software/Tools: Adobe Photoshop, Illustrator, InDesign, Canva

14.10.3. DIT 120 – UX/UI Design I: Wireframing & Prototyping (3 credits, Studio): Covers UX design foundations with emphasis on wireframing, IA, and prototyping.

Topics include:

- Information architecture (IA)
- Wireframing techniques
- User flows and task mapping
- Low-fidelity prototypes
- Usability evaluation basics
  Software/Tools: Figma, Balsamiq, FigJam

14.10.4. DIT 130 – Digital Tools I: Creative Suite & Collaboration (3 credits, Studio): Training in industry-standard software and collaborative platforms.

Topics include:

- Adobe Creative Cloud basics
- Collaborative workflows and versioning
- Design systems and asset management
- Cloud collaboration and critique
- Preparing assets for handoff
  Software/Tools: Adobe Creative Suite, Figma, Slack, Notion

14.10.5. ENGL 101 – English Composition I (3 credits, General Education): Focus on academic and professional writing for innovation contexts.

Topics include:

- Academic writing and analysis
- Writing briefs and proposals
- Reflective journals and critiques
- Research and citation practices
- Professional written communication

14.11. Year 1 – Spring Semester (15 weeks)

14.11.1. DIT 140 – Emerging Tech I: Generative AI & Creative Coding (3 credits, Studio): Exploration of generative AI tools and creative coding applications for design innovation.

Topics include:

- AI for ideation and content creation
- Natural language tools (ChatGPT, Claude)
- Generative art and image creation (MidJourney, DALL·E)
- Creative coding with Processing or p5.js
- Ethical issues in AI-driven design
  Software/Tools: ChatGPT, MidJourney, Runway ML, Processing/p5.js

14.11.2. DIT 150 – UX/UI Design II: Interactive Prototyping (3 credits, Studio): Advanced prototyping methods with emphasis on usability testing and accessibility.

Topics include:

- High-fidelity prototyping
- Accessibility standards (WCAG)
- Animation and micro-interactions
- Usability testing methods
- Iteration based on user feedback
  Software/Tools: Figma, Adobe XD, ProtoPie, Stark (WCAG plugin)

14.11.3. DIT 160 – Digital Content Creation I: Video & Motion (3 credits, Studio): Covers video production and motion design for digital communication.

Topics include:

- Video editing and storytelling
- Motion graphics principles
- Short-form content creation
- Sound integration basics
- Preparing content for multiple platforms
  Software/Tools: Adobe Premiere Pro, After Effects, Canva, DaVinci Resolve

14.11.4. DIT 170 – Innovation Studio I: Interdisciplinary Projects (3 credits, Studio): Team-based design sprints focused on rapid problem-solving.

Topics include:

- Cross-disciplinary collaboration
- Ideation workshops and hackathons
- Rapid prototyping and testing
- Peer critiques and iteration
- Presenting innovation outcomes
  Software/Tools: Miro, Figma, Slack, Trello

14.11.5. PSYC 101 – Psychology of Creativity & Human Behavior (3 credits, General Education): Exploration of psychological theories of creativity, cognition, and behavior in design contexts.

Topics include:

- Theories of creativity and innovation
- Human behavior and decision-making
- Cognitive psychology in design
- Motivation and problem-solving
- Application to design projects

14.12. Year 2 – Fall Semester (15 weeks)

14.12.1. DIT 210 – Emerging Tech II: AR/VR & Immersive Media (3 credits, Studio): Study of immersive media design with focus on AR/VR prototyping.

Topics include:

- Introduction to AR/VR/XR environments
- Prototyping in Unity and Unreal Engine
- Storytelling in immersive media
- Cross-platform deployment
- Case studies in education, retail, healthcare
  Software/Tools: Unity, Unreal Engine, Adobe Aero, ARKit/ARCore

14.12.2. DIT 220 – Digital Content Creation II: 3D & Interactive Media (3 credits, Studio): Focus on 3D modeling, animation, and interactive media production.

Topics include:

- Basics of 3D modeling and rendering
- Animation for storytelling
- Interactive media design principles
- Integrating 3D assets into AR/VR
- Preparing 3D content for cross-platform use
  Software/Tools: Blender, Cinema4D, Maya, Adobe Substance 3D

14.12.3. DIT 230 – Innovation Studio II: Global Challenges (3 credits, Studio): Application of innovation methods to global and cross-cultural challenges.

Topics include:

- Designing for global issues (climate, healthcare, education)
- Sustainability and inclusivity in innovation
- Systems thinking for global contexts
- Multicultural team collaboration
- Communicating solutions across sectors
  Software/Tools: Miro, Figma, Slack, Notion

14.12.4. DIT 240 – Design Futures & Foresight Methods (3 credits, Theory): Study of foresight and future-thinking methods in design.

Topics include:

- Trend analysis and scenario planning
- Speculative design approaches
- Future-proofing strategies
- Ethical futures and responsibility
- Global case studies in foresight
  Software/Tools: Futures Platform, Miro, Canva

14.12.5. COMM 105 – Communication & Presentation for Innovators (3 credits, General Education): Training in professional communication and presentation skills.

Topics include:

- Structuring design presentations
- Visual storytelling for innovation
- Public speaking for designers
- Stakeholder communication

- Critiques and feedback methods
  Software/Tools: PowerPoint, Google Slides, Adobe InDesign

14.13. Year 2 – Spring Semester (15 weeks)

14.13.1. DIT 250 – Professional Practice in Design Innovation (3 credits, Theory/Studio): Preparation for careers in design innovation, project management, and entrepreneurship.

Topics include:

- Project management methods (Agile, Scrum)
- Entrepreneurship in design and technology
- Freelancing and consulting
- Intellectual property and ethics
- Career development strategies
  Software/Tools: Notion, Jira, Trello

14.13.2. DIT 260 – AI, Ethics & Responsible Innovation (3 credits, Theory): Examines ethical issues in emerging technologies and responsible innovation.

Topics include:

- Data ethics and privacy
- Inclusivity and fairness in AI
- Sustainability and social responsibility
- AI governance and transparency
- Case studies of ethical dilemmas in tech
  Software/Tools: ChatGPT, Runway ML, Google AI Tools (for ethical analysis exercises)

14.13.3. DIT 270 – Capstone Studio: Innovation Project (3 credits, Capstone): Final capstone integrating design thinking and emerging technologies.

Topics include:

- Defining innovation project briefs
- Iterative prototyping with emerging tools
- Interdisciplinary collaboration
- Portfolio-ready case study documentation
- Final presentations to faculty and industry reviewers
  Software/Tools: Integrated use of Figma, Unity, Blender, Adobe Creative Suite, AI tools

14.13.4. DIT 280 – Internship / Co-op (3 credits, Co-op): Supervised industry placement in design innovation or tech-driven firms.

Topics include:

- Applying classroom learning in professional contexts
- Industry workflows and collaboration
- Professional conduct and communication
- Reflective journaling and reporting
- Portfolio integration of internship outcomes

14.13.5. DIT 290 – Portfolio Development & Industry Readiness (3 credits, Studio): Final preparation for entry into professional practice.

Topics include:

- Curating innovation case studies
- Digital and print portfolio preparation
- Personal branding and online presence
- Preparing for interviews and networking
- Final critique and review panels
  Software/Tools: Adobe InDesign, Behance, Figma, Wix/Squarespace

15.

Associate of Applied Science in

Automotive Design

15.1. Rationale

The automotive industry is undergoing historic transformation, driven by electrification, autonomy, connectivity, and sustainability. Vehicle design today goes beyond aesthetics it shapes mobility experiences, safety, accessibility, and cultural identity. Automotive designers must be fluent in sketching, rendering, 3D modeling, CMF (color, materials, finish), and digital visualization, while also understanding user behavior, brand strategy, and global mobility trends.

Design University's A.A.S. in Automotive Design equips students to enter this fast-paced field with technical fluency, creative vision, and industry-ready portfolios. This two-year program prepares learners for careers in vehicle design, transportation design, and mobility innovation.

15.2. Program Overview

- **Duration:** 2 Years (24 months)
- **Structure:** 4 Semesters (15 weeks each)
- **Total Credit Hours:** 60
- **Delivery:** 100% online with digital studios, virtual critiques, and collaborative simulations
- **Credential Awarded:** Associate of Applied Science (A.A.S.) in Automotive Design

15.3. Program Fundamentals

- **Sketching & Ideation:** Automotive sketching, perspective, proportions, silhouette studies.
- **Rendering & Visualization:** Photoshop rendering, lighting/shadow, CMF application.
- **Orthographic Packaging:** Side/front/rear views, occupant packaging, safety rules.
- **3D Modeling & Prototyping:** Blender, Alias, or Autodesk for surfacing, stance, and proportions.
- **Interior & Component Design:** Ergonomics, dashboard/HMI, lighting, wheel design.
- **Sustainability & Future Mobility:** EV packaging, autonomous concepts, eco-materials.
- **Professional Practice:** Portfolio building, presentations, teamwork with engineers/marketers.

15.4. Learning Outcomes

Graduates of this program will be able to:

1. Produce professional-quality automotive sketches and renderings using digital and manual tools.
2. Apply orthographic packaging to ensure functionality, ergonomics, and compliance with safety standards.
3. Model vehicles in 3D software and prepare design data for visualization and prototyping.
4. Integrate CMF strategies into vehicle exteriors and interiors.
5. Design innovative mobility solutions considering electrification, autonomy, and sustainability.
6. Present design work in professional portfolio formats suited for studios and OEMs.
7. Collaborate effectively across disciplines (engineering, marketing, branding).
8. Pursue entry-level automotive design roles or advance toward a BFA/Bachelor's in Transportation Design.

Semester	Course Code	Course Title	Format	Credits
Year 1 – Fall (15 weeks)	AUTO 101	Introduction to Automotive Design & History	Theory	3
	AUTO 110	Automotive Sketching I: Basics	Studio	3
	AUTO 120	Digital Tools I: Photoshop for Designers	Studio	3
	AUTO 130	Design Thinking for Mobility	Theory/Studio	3
	ENGL 101	English Composition I	Gen Ed	3
Semester Total				**15**
Year 1 – Spring (15 weeks)	AUTO 140	Automotive Sketching II: Advanced Concepts	Studio	3
	AUTO 150	Rendering & Visualization	Studio	3
	AUTO 160	Orthographic Packaging I	Studio	3
	AUTO 170	Digital Tools II: 3D Modeling Fundamentals	Studio	3
	PSYC 101	Psychology of Perception & Human Factors	Gen Ed	3
Semester Total				**15**
Year 2 – Fall (15 weeks)	AUTO 210	3D Modeling II: Surfacing & Refinement	Studio	3
	AUTO 220	Interior & Component Design	Studio	3
	AUTO 230	Sustainability & Future Mobility	Theory/Studio	3
	AUTO 240	Digital Visualization & AR/VR Prototyping	Studio	3
	COMM 105	Communication & Presentation for Designers	Gen Ed	3
Semester Total				**15**
Year 2 – Spring (15 weeks)	AUTO 250	Advanced Studio: Concept Development	Studio	3
	AUTO 260	Professional Practice & Portfolio	Studio	3
	AUTO 270	Capstone Project in Automotive Design	Capstone	3
	AUTO 280	Internship / Co-op	Co-op	3
	AUTO 290	Emerging Trends in Automotive Design	Theory	3
Semester Total				15

15.5. Program Requirements

15.6. Admission Requirements

High school diploma (or equivalent). Applicants without may first complete the **Foundational Certificate in Transportation & Product Design**. Portfolios are encouraged and may allow advanced placement.

15.7. Progression Requirements

- Minimum grade of "C" in all courses.
- AUTO-prefixed courses must be taken sequentially.
- Gen Ed courses (ENGL 101, PSYC 101, COMM 105) required for graduation.

15.8. Completion Requirements

- 60 credit hours across 4 semesters.
- Completion of Capstone Project (AUTO 270) and Internship (AUTO 280).
- Submission of a professional portfolio with sketches, renderings, orthographic drawings, and 3D models**.**

15.9. Detailed Course Descriptions – A.A.S. in Automotive Design

15.10. Year 1 – Fall Semester (15 weeks)

15.10.1. **AUTO 101 – Introduction to Automotive Design & History (3 credits, Theory): Overview of the history and evolution of automotive design. Students explore how cultural, technological, and brand values shaped vehicles over time.**

Topics include:

- History of automobile design from early 20th century to present
- Major design movements (streamlining, muscle cars, minimalism, EV aesthetics)
- Influence of branding and identity on car design
- Global trends in mobility and transportation design
- Role of automotive designers in shaping culture

15.10.2. **AUTO 110 – Automotive Sketching I: Basics (3 credits, Studio): Foundational sketching techniques for ideating vehicles. Students practice proportions, perspective, and silhouette development.**

Topics include:

- Drawing proportions for sedans, SUVs, sports cars
- Perspective drawing (1-, 2-, and 3-point)
- Silhouette studies and stance
- Marker sketching techniques
- Ideation through rapid sketching Software/Tools: Procreate, SketchBook Pro, Photoshop (for digital sketching)

15.10.3. **AUTO 120 – Digital Tools I: Photoshop for Designers (3 credits, Studio): Introduction to digital rendering techniques for automotive designers.**

Topics include:

- Photoshop basics for rendering cars
- Shading, highlights, and reflections
- Rendering materials (metal, glass, plastic, leather)
- Digital brush techniques for sketch refinement
- Creating presentation-ready renderings Software/Tools: Adobe Photoshop, Wacom Tablets

15.10.4. **AUTO 130 – Design Thinking for Mobility (3 credits, Theory/Studio): Application of design thinking to mobility challenges. Students explore user-centered approaches to problem-solving.**

Topics include:

- Empathy and user research in mobility design
- Problem framing and ideation
- Concept development for transportation futures
- Sustainability and accessibility in design
- Presenting design thinking outcomes Software/Tools: Miro, Figma, Mural

15.10.5. **ENGL 101 – English Composition I (3 credits, General Education): Development of academic and professional writing skills for designers.**

Topics include:

- Writing research papers and essays
- Crafting design briefs and critiques
- Developing professional tone
- Research and referencing methods
- Reflective writing on design projects

15.11. Year 1 – Spring Semester (15 weeks)

15.11.1. **AUTO 140 – Automotive Sketching II: Advanced Concepts (3 credits, Studio): Advanced vehicle sketching focusing on refinement and complex forms.**

Topics include:

- Sketching SUVs, trucks, sports cars, and EVs
- Advanced perspective and foreshortening
- Refining stance, proportion, and character lines
- Advanced marker and digital sketching workflows

- Critique and iteration of vehicle sketches
  Software/Tools: Procreate, Photoshop, Cintiq tablets

15.11.2. AUTO 150 – Rendering & Visualization (3 credits, Studio):
Intermediate rendering techniques for exteriors and interiors.

Topics include:

- Digital rendering workflows in Photoshop/Illustrator
- CMF visualization (color, material, finish)
- Lighting and shadow for realism
- Interior component rendering (dashboards, seats)
- Presentation board design
  Software/Tools: Adobe Photoshop, Illustrator, KeyShot

15.11.3. AUTO 160 – Orthographic Packaging I (3 credits, Studio):
Introduction to orthographic views and occupant packaging.

Topics include:

- Side, front, and rear orthographic drawings
- Occupant packaging and ergonomics
- Ground clearance, safety zones, crumple zones
- Scale drawing standards
- Integration of engineering dimensions into design
  Software/Tools: AutoCAD, Illustrator, Photoshop

15.11.4. AUTO 170 – Digital Tools II: 3D Modeling Fundamentals (3 credits, Studio):
Basics of 3D modeling for automotive forms.

Topics include:

- Importing sketches into 3D software
- Block modeling to define proportions
- Symmetry and surfacing basics
- Exporting models for rendering
- Understanding CAD workflows
  Software/Tools: Blender, Autodesk Alias (intro), Rhino

15.11.5. PSYC 101 – Psychology of Perception & Human Factors (3 credits, General Education):
Study of perception, ergonomics, and user interaction in automotive contexts.
Topics include:

- Ergonomic principles in vehicle interiors
- Human factors in dashboard/HMI design
- Perception of form, color, and proportion
- User safety and accessibility standards
- Consumer psychology in car design

15.12. Year 2 – Fall Semester (15 weeks)

15.12.1. AUTO 210 – 3D Modeling II: Surfacing & Refinement (3 credits, Studio):
Advanced 3D modeling with focus on surfacing and stance refinement.

Topics include:

- Class A surfacing principles
- Refining stance and proportions in 3D
- Adding details: lights, grills, trim elements
- Preparing models for rendering and VR
- Critiquing and iterating digital forms
  Software/Tools: Autodesk Alias, Blender, Rhino, KeyShot

15.12.2. AUTO 220 – Interior & Component Design (3 credits, Studio):
Design of automotive interiors and detailed components.

Topics include:

- Ergonomics for dashboards and seating
- Interior lighting design and CMF application
- Component design (steering wheels, wheels, lighting clusters)
- Integration of technology into interiors
- Interior sketching and 3D refinement
  Software/Tools: Photoshop, Blender, Alias, KeyShot

15.12.3. AUTO 230 – Sustainability & Future Mobility (3 credits, Theory/Studio):
Study of how sustainability and future mobility trends impact automotive design.

Topics include:

- EV packaging constraints and opportunities
- Autonomous vehicle design concepts
- Eco-materials and lightweighting strategies
- Circular design and recyclability
- Global case studies in sustainable automotive innovation
  Software/Tools: Miro, Figma, Adobe Illustrator (for concept boards)

15.12.4. AUTO 240 – Digital Visualization & AR/VR Prototyping (3 credits, Studio):
Techniques for advanced visualization and immersive prototyping.

Topics include:

- High-end rendering workflows
- AR/VR visualization of car models
- Creating VR walkthroughs for interiors
- Interactive presentations for clients
- Mixed reality in design critique
  Software/Tools: Blender, KeyShot, Unity, Unreal Engine, Adobe Aero

15.12.5. COMM 105 – Communication & Presentation for Designers (3 credits, General Education):
Training in communication and presentation tailored for automotive designers.

Topics include:

- Presentation structure and narrative
- Visual storytelling for design pitches
- Portfolio-ready presentation boards
- Critique delivery and client communication
- Professional interview and networking skills
  Software/Tools: PowerPoint, InDesign, Google Slides

15.13. Year 2 – Spring Semester (15 weeks)

15.13.1. AUTO 250 – Advanced Studio: Concept Development (3 credits, Studio): Culminating advanced studio integrating exterior and interior design.

Topics include:

- Concept car ideation and design development
- Integrating sketches, orthographics, and 3D models
- Full vehicle presentation (exterior + interior)
- Cross-disciplinary teamwork with engineers
- Critiques and final reviews with faculty
  Software/Tools: Adobe Creative Suite, Blender, Alias, KeyShot

15.13.2. AUTO 260 – Professional Practice & Portfolio (3 credits, Studio): Preparation for careers in automotive and mobility design.

Topics include:

- Portfolio assembly (sketches, renderings, 3D models)
- Documenting process and final outcomes
- Personal branding and online presence
- Freelancing and entrepreneurship in automotive design
- Industry portfolio critique and preparation for jobs
  Software/Tools: InDesign, Behance, Wix/Portfolio platforms

15.13.3. AUTO 270 – Capstone Project in Automotive Design (3 credits, Capstone): Independent capstone project synthesizing skills across the program.

Topics include:

- Proposal of original vehicle design
- Integration of exterior + interior + sustainability concepts
- Development of orthographic + 3D models
- AR/VR presentation of final project
- Portfolio-ready documentation and final defense
  Software/Tools: Figma, Blender, Alias, KeyShot, Unity

15.13.4. AUTO 280 – Internship / Co-op (3 credits, Co-op): Work-based placement in an automotive or mobility design environment.

Topics include:

- Applying academic skills in professional studios
- Collaboration with engineers, marketers, and modelers
- Understanding industry workflows and responsibilities
- Professional communication in team settings
- Reflective journaling and portfolio integration

15.13.5. AUTO 290 – Emerging Trends in Automotive Design (3 credits, Theory): Exploration of future-facing innovations in mobility and automotive design.

Topics include:

- AI in automotive design workflows
- EV/AV design evolution
- Smart city and mobility integration
- Cultural and regional influences in design
- Future roles of designers in the automotive industry
  Software/Tools: Miro, Adobe Illustrator, Unity (for future scenarios)

16.

Associate of Applied Science in

Fashion Design

16.1. Program Rationale

Fashion is one of the world's most dynamic industries, shaped by creativity, culture, and technology. Today's fashion professionals must balance aesthetics with sustainability, digital innovation, and market responsiveness. The A.A.S. in Fashion Design at Design University bridges traditional craft with future-oriented skills, equipping students to create fashion that is both beautiful and globally relevant.

Drawing from global best practices, the program integrates design foundations, garment construction, patternmaking, textiles, digital tools, sustainability, and business strategy. Students learn to design collections, communicate ideas visually and digitally, and apply ethical and sustainable practices. The program's experiential approach ensures graduates leave with a portfolio and industry-ready skills.

16.2. Program Overview

- **Length:** 2 Years (Online + Digital Studios)
- **Semesters:** 4 (15 weeks each)
- **Total Credits:** 60 Credit Hours
- **Delivery:** Online learning modules, virtual labs, digital prototyping, case studies, and portfolio projects
- **Software/Tools:** CLO 3D, Adobe Illustrator/ Photoshop, Gerber/Optitex CAD, Shima Seiki (Knit), CAD patternmaking tools

16.3. Program Fundamentals

Students will:

- Build a strong foundation in drawing, textiles, and garment construction.
- Learn advanced patternmaking and CAD for fashion.
- Apply sustainable practices, zero-waste methods, and circular design principles.
- Gain digital fluency in CLO 3D, Adobe Creative Suite, and CAD systems.
- Explore cultural, ethical, and global perspectives in fashion.
- Develop entrepreneurial and business skills for fashion practice.
- Create a final portfolio and capsule collection for graduation.

16.4. Learning Outcomes

Graduates will be able to:

1. Demonstrate technical skills in garment construction, patternmaking, and finishing.
2. Apply digital fashion technologies (CLO 3D, CAD, Adobe Suite) to design and communicate collections.
3. Integrate sustainable practices into the design and production process.
4. Develop fashion collections informed by cultural, historical, and contemporary trends.
5. Create a professional portfolio showcasing technical and creative skills.
6. Understand the business of fashion, including merchandising, branding, and entrepreneurship.
7. Enter industry roles or pursue further education in fashion and related design fields.

16.5. Degree Map – Associate of Applied Science (A.A.S.) in Fashion Design

Semester	Course Code	Course Title	Format	Credits
Year 1 – Fall (15 weeks)	FASH 101	Introduction to Fashion Industry	Theory	3
	FASH 111	Fashion Drawing & Illustration I	Studio	3
	FASH 121	Textile Science & Fibers	Theory/Studio	3
	FASH 131	Garment Construction I	Studio	3
	ENGL 101	English Composition I	Gen Ed	3
Semester Total				**15**
Year 1 – Spring (15 weeks)	FASH 112	Fashion Drawing & Illustration II	Studio	3
	FASH 132	Patternmaking I – Women's Wear	Studio	3
	FASH 142	Garment Construction II – Women's & Children's Wear	Studio	3
	FASH 152	Digital Fashion Design I	Studio	3
	PSYC 101	Psychology of Creativity & Consumer Behavior	Gen Ed	3
Semester Total				**15**
Year 2 – Fall (15 weeks)	FASH 211	Sustainable Fashion Practices	Theory/Studio	3
	FASH 221	Patternmaking II – Men's Wear & Advanced Draping	Studio	3
	FASH 231	Digital Fashion Design II – CLO 3D & CAD	Studio	3
	FASH 241	Surface Design & Textiles	Studio	3
	COMM 105	Communication & Presentation for Designers	Gen Ed	3
Semester Total				**15**
Year 2 – Spring (15 weeks)	FASH 311	Fashion Collection Development	Studio	3
	FASH 321	Fashion Portfolio Development	Studio	3
	FASH 331	Tailoring & Couture Techniques	Studio	3
	FASH 341	Fashion Show & Event Planning	Studio	3
	FASH 399	Capstone Project – Final Collection & Portfolio	Capstone	3
Semester Total				**15**

16.6. Program Requirements – A.A.S. in Fashion Design

16.7. Admission Requirements

- High school diploma (or equivalent).
- Applicants without may first complete the Foundational Certificate in Fashion & Apparel Design.
- A portfolio submission (drawings, craftwork, or digital design samples) is recommended but not mandatory for admission.
- Students must be at least 18 years old (or 17 with parental consent).

16.8. Progression Requirements

- Students must achieve a minimum grade of "C" in all courses.
- All FASH-prefixed core courses must be taken in sequence (e.g., Drawing I Drawing II; Patternmaking I II).
- General Education courses (ENGL 101, PSYC 101, COMM 105) must be completed for graduation.
- Studio attendance and participation in critiques are mandatory for progression.

16.9. Completion Requirements

- Successful completion of 60 credit hours across 4 semesters.
- Completion of Capstone Project (FASH 399), which includes the design and presentation of a capsule collection.
- Submission of a professional fashion portfolio (digital and/or print) containing design sketches, technical flats, patterns, garment photographs, and CLO 3D simulations.
- Participation in the final portfolio review and exhibition/fashion show.

16.10. Detailed Course Descriptions – A.A.S. in Fashion Design

16.11. Year 1 – Fall Semester (15 weeks)

16.11.1. **FASH 101 – Introduction to Fashion Industry (3 credits, Theory):**
Overview of the global fashion system, including industry structure, cultural influences, and professional opportunities.

Topics include:

- Fashion history and evolution
- Fashion market segments (luxury, fast fashion, indie, sustainable)
- Career roles in fashion (designer, merchandiser, stylist, entrepreneur)
- Overview of supply chain and global fashion economy
- Future of fashion in sustainability and technology

16.11.2. **FASH 111 – Fashion Drawing & Illustration I (3 credits, Studio):**
Introduction to fashion sketching and illustration with emphasis on proportions and croquis.

Topics include:

- Fashion croquis (9-head and 10-head proportion)
- Sketching basic poses and garments
- Flat technical sketches (flats)
- Rendering simple fabrics with pencils/markers
- Introduction to digital drawing tools
  Software/Tools: Adobe Illustrator, Procreate, SketchBook Pro

16.11.3. **FASH 121 – Textile Science & Fibers (3 credits, Theory/Studio):**
Study of textile properties, fabric classification, and sustainable fibers.

Topics include:

- Fiber types (natural, synthetic, regenerated)
- Yarn and fabric construction methods
- Fabric performance, finishes, and testing
- Textile sourcing and sustainability considerations
- Swatch analysis and fiber ID labs
  Software/Tools: Fabric swatch kits, CLO 3D fabric mapping

16.11.4. **FASH 131 – Garment Construction I (3 credits, Studio):**
Foundations of sewing and garment assembly.

Topics include:

- Sewing machine operations and safety
- Basic stitches, seams, and finishes
- Construction of simple garments (skirts, tops)
- Fit and finishing basics
- Intro to technical documentation for garments
  Software/Tools: Industrial sewing machines, Gerber/Optitex CAD (intro)

16.11.5. **ENGL 101 – English Composition I (3 credits, General Education):**
Academic and professional writing tailored for design contexts.

Topics include:

- Academic essay writing
- Writing critiques and reflections
- Project documentation and design briefs
- Research and citation
- Portfolio writing (bios, artist statements)

– Year 1 – Spring Semester (15 weeks)

16.11.6. FASH 112 – Fashion Drawing & Illustration II (3 credits, Studio):
Advances drawing and rendering skills with mixed media and digital platforms.

Topics include:

- Advanced croquis and dynamic poses
- Rendering drape and texture of fabrics (denim, silk, leather)
- Marker and watercolor techniques
- Digital illustration methods
- Development of design boards
  Software/Tools: Adobe Illustrator, Photoshop, Procreate

16.11.7. FASH 132 – Patternmaking I – Women's Wear (3 credits, Studio):
Introduction to drafting, draping, and creating patterns for women's garments.

Topics include:

- Drafting slopers and basic bodices
- Skirt and blouse pattern development
- Draping on dress forms
- Basic fitting adjustments
- Pattern labeling and documentation
  Software/Tools: Gerber AccuMark, Optitex, CLO 3D

16.11.8. FASH 142 – Garment Construction II – Women's & Children's Wear (3 credits, Studio):
Advanced garment construction with emphasis on finishing and fit.

Topics include:

- Construction of structured garments (dresses, blouses, children's wear)
- Advanced seams and closures (zippers, plackets, facings)
- Fitting techniques for diverse body shapes
- Finishing for durability and aesthetics
- Documentation of garment specifications
  Software/Tools: Gerber/Optitex CAD, Industrial sewing machines

16.11.9. FASH 152 – Digital Fashion Design I (3 credits, Studio):
Introduction to digital design tools for fashion communication.

Topics include:

- Flats and technical drawings in Illustrator
- Digital mood boards and color stories
- Photoshop for fabric renderings and photo editing
- Basic digital line sheets
- Workflow integration between Illustrator and Photoshop
  Software/Tools: Adobe Illustrator, Photoshop

16.11.10. PSYC 101 – Psychology of Creativity & Consumer Behavior (3 credits, General Education):
Explores creativity and consumer psychology in the context of fashion.

Topics include:

- Creative processes in design
- Fashion consumption and identity
- Cultural and social influences on style
- Perception, motivation, and buying behavior
- The psychology of trend adoption

16.12. Year 2 – Fall Semester (15 weeks)

16.12.1. FASH 211 – Sustainable Fashion Practices (3 credits, Theory/Studio):
Introduction to sustainability in fashion design and production.

Topics include:

- Sustainable fibers and eco-materials
- Circular fashion systems (recycling, upcycling)
- Zero-waste patternmaking methods
- Social responsibility and ethics in fashion
- Case studies of sustainable brands
  Software/Tools: CLO 3D, Higg Index tools

16.12.2. FASH 221 – Patternmaking II – Men's Wear & Advanced Draping (3 credits, Studio):
Focus on men's wear blocks and advanced draping methods.

Topics include:

- Drafting men's wear slopers (shirts, trousers, jackets)
- Tailored pattern adjustments
- Advanced draping for structured garments
- Fit analysis and correction
- Documentation and grading basics
  Software/Tools: Gerber/Optitex CAD, CLO 3D

16.12.3. FASH 231 – Digital Fashion Design II – CLO 3D & CAD (3 credits, Studio):
Advanced use of CAD and CLO 3D for virtual fashion prototyping.

Topics include:

- CLO 3D garment simulation and visualization
- Import/export of CAD patterns
- Digital fabric simulation and material libraries
- Rendering and animation of garments
- Building 3D collections for portfolio use
  Software/Tools: CLO 3D, Gerber/Optitex CAD

16.12.4. FASH 241 – Surface Design & Textiles (3 credits, Studio):
Focus on surface manipulation and decorative techniques.

Topics include:

- Textile printing and dyeing techniques

- Embroidery and embellishment methods
- Fabric painting and appliqué
- Experimentation with mixed media on textiles
- Sustainability in surface design
  Software/Tools: Photoshop (print repeats), Fabric printers, Embroidery machines

16.12.5. **COMM 105 – Communication & Presentation for Designers (3 credits, General Education): Oral and visual communication for fashion professionals.**

Topics include:

- Designing and delivering presentations
- Client communication and storytelling
- Visual presentation boards and decks
- Fashion show and runway commentary
- Public speaking and critique delivery
  Software/Tools: PowerPoint, InDesign, Canva

16.13. Year 2 – Spring Semester (15 weeks)

16.13.1. **FASH 311 – Fashion Collection Development (3 credits, Studio): Studio course focused on planning and executing a capsule collection.**

Topics include:

- Trend forecasting and concept boards
- Capsule collection design process
- Technical flats and line planning
- Fabric selection and sourcing
- Critiques and iterations leading to collection finalization
  Software/Tools: Illustrator, Photoshop, CLO **3D**

16.13.2. **FASH 321 – Fashion Portfolio Development (3 credits, Studio): Preparation of professional portfolios for industry or further study.**

Topics include:

- Portfolio structure and layout
- Documenting fashion projects
- Digital and print portfolio formats
- Personal branding and resume integration
- Online portfolio building
  Software/Tools: InDesign, Illustrator, Behance, Wix/Squarespace

16.13.3. **FASH 331 – Tailoring & Couture Techniques (3 credits, Studio): Advanced studio in couture and tailoring.**

Topics include:

- Tailored jackets and suits
- Hand sewing techniques and finishes
- Couture detailing (boning, lining, hand beading)
- Draping for couture silhouettes
- Fit perfection and garment construction mastery
  Software/Tools: Sewing labs, Gerber CAD (pattern refinements)

16.13.4. **FASH 341 – Fashion Show & Event Planning (3 credits, Studio): Students plan and simulate a fashion show or exhibition event.**

Topics include:

- Fashion event logistics and planning
- Runway and exhibition space design
- Event branding and storytelling
- Coordination of models, garments, and styling
- Event promotion and critique presentations
  Software/Tools: SketchUp (event layout), Illustrator, InDesign

16.13.5. **FASH 399 – Capstone Project – Final Collection & Portfolio (3 credits, Capstone): Culminating project integrating all program skills into a final collection.**

Topics include:

- Designing and producing a capsule collection
- Full documentation (flats, patterns, renderings, photos)
- CLO 3D virtual fashion show simulation
- Final portfolio presentation and defense
- Professional readiness and industry critique
  Software/Tools: Illustrator, Photoshop, CLO 3D, InDesign

17.

Associate of Applied Science in

Real Estate

17.1. Rationale

Real estate today is more than transactions, it is the business of designing, financing, and sustaining spaces where people live, work, and thrive. The industry is rapidly evolving due to urbanization, sustainability mandates, proptech, AI-driven valuation, smart buildings, and new financing models. Professionals entering this space must be equipped not only with knowledge of law, economics, and valuation, but also with skills in digital tools, analytics, and sustainable development strategies.

Design University's A.A.S. in Real Estate prepares students for this future-facing sector by integrating traditional real estate education (valuation, law, property rights, finance) with cutting-edge practices (AI-based market research, smart urbanism, digital property management, and sustainable investment strategies). Students graduate with both practical competencies and strategic foresight, making them ready for entry-level roles or entrepreneurial ventures in real estate markets globally.

17.2. Program Overview

- Length: 2 Years (24 months)
- Structure: 4 Semesters (15 weeks each)
- Total Credits: 60 Credit Hours
- Delivery: 100% online with digital simulations, case studies, and portfolio-building projects
- Credential Awarded: Associate of Applied Science (A.A.S.) in Real Estate

17.3. Program Fundamentals

- Real Estate Core: Property law, valuation, contracts, finance, facilities management.
- Economics & Markets: Urban economics, investment analysis, feasibility studies.
- Technology & Innovation: PropTech, AI/ ML for real estate, digital marketing.
- Sustainability & Urbanism: Green buildings, ESG frameworks, smart city development.
- Professional Practice: Sales, negotiation, entrepreneurship, portfolio management.

17.4. Learning Outcomes

Graduates of this program will be able to:

8. Interpret and apply real estate contracts, property rights, and zoning regulations.
9. Conduct valuation and market feasibility studies using both traditional and AI-powered methods.
10. Apply real estate finance principles to assess investments and returns.
11. Manage facilities and properties for long-term sustainability and efficiency.
12. Analyze urban economic trends and their impact on real estate markets.
13. Integrate PropTech tools for digital property management, smart buildings, and market analytics.
14. Demonstrate professional skills in negotiation, sales, and client communication.
15. Build a real estate portfolio showcasing analysis, investment proposals, and urban projects.

17.5. Degree Map – A.A.S. in Real Estate

Semester	Course Code	Course Title	Format	Credits
Year 1 – Fall (15 weeks)	REAL 101	Introduction to Real Estate	Theory	3
	REAL 111	Real Estate Law & Ethics	Theory	3
	REAL 121	Real Estate Principles & Practices	Studio	3
	REAL 131	Real Estate Math & Finance I	Theory/Studio	3
	ENGL 101	English Composition I	Gen Ed	3
Semester Total				**15**
Year 1 – Spring (15 weeks)	REAL 140	Real Estate Valuation & Analysis	Studio	3
	REAL 150	Facilities & Property Management	Theory	3
	REAL 160	Urban Real Estate Economics	Theory	3
	REAL 170	Digital Tools for Real Estate (PropTech I)	Studio	3
	PSYC 101	Psychology of Negotiation & Consumer Behavior	Gen Ed	3
Semester Total				**15**
Year 2 – Fall (15 weeks)	REAL 210	Real Estate Investments & Feasibility	Theory/Studio	3
	REAL 220	Real Estate Marketing & Sales	Studio	3
	REAL 230	Advanced Valuation & Market Research	Studio	3
	REAL 240	Sustainable Real Estate & Smart Cities	Theory/Studio	3
	COMM 105	Communication & Presentation for Business	Gen Ed	3
Semester Total				**15**
Year 2 – Spring (15 weeks)	REAL 250	Advanced Real Estate Investments & Analysis	Studio	3
	REAL 260	Real Estate Entrepreneurship & Innovation	Studio	3
	REAL 270	Capstone Project in Real Estate	Capstone	3
	REAL 280	Internship / Co-op	Co-op	3
	REAL 290	Emerging Trends in Global Real Estate	Theory	3
Semester Total				**15**

17.6. Program Requirements – A.A.S. in Real Estate

17.7. Admission Requirements

- High school diploma (or equivalent).
- Applicants without may first complete the Foundational Certificate in Real Estate & Property Management.
- A portfolio or professional statement (optional) may strengthen applications — e.g., experience in sales, construction, or business.
- Students must be at least 18 years old (or 17 with parental consent).

17.8. Progression Requirements

- A minimum grade of "C" is required in all courses.
- Core REAL-prefixed courses must be taken sequentially (e.g., Real Estate Math I Investments I Advanced Investments).
- General Education requirements (ENGL 101, PSYC 101, COMM 105) must be completed prior to graduation.
- Students are expected to engage in case studies, simulations, and property analysis projects each semester.

17.9. Completion Requirements

- Successful completion of 60 credit hours across 4 semesters.
- Completion of Capstone Project (REAL 270) and Internship/Co-op (REAL 280).
- Submission of a professional real estate portfolio, including:
- Property valuation reports
- Investment feasibility studies
- Case study analyses
- Market research projects
- Participation in a final portfolio review and industry critique.

17.10. Detailed Course Descriptions – A.A.S. in Real Estate

17.11. Year 1 – Fall Semester (15 weeks)

17.11.1. **REAL 101 – Introduction to Real Estate (3 credits, Theory):**
Introduces the fundamentals of real estate and the built environment. Students gain an overview of the real estate industry, property rights, and ownership models.

Topics include:

- Property rights, deeds, leases, and transfers
- Real estate markets and key stakeholders
- Types of real estate: residential, commercial, industrial, mixed-use
- Role of real estate professionals
- Basic real estate terminology
Software/Tools: Real estate CRM demos (Salesforce, HubSpot)

17.11.2. **REAL 111 – Real Estate Law & Ethics (3 credits, Theory):**
Examines legal frameworks and ethical principles in real estate practice.

Topics include:

- Contracts, deeds, and titles
- Property transfers and encumbrances
- Zoning laws, land use regulations, and compliance
- Fair housing laws and anti-discrimination rules
- Ethical decision-making in real estate transactions
Software/Tools: Westlaw, LexisNexis (case law research)

17.11.3. **REAL 121 – Real Estate Principles & Practices (3 credits, Studio):**
Covers professional practice in real estate, including brokerage, negotiation, and client service.

Topics include:

- Real estate transactions: buying, selling, leasing
- Working with clients and stakeholders
- Brokerage management and agency relationships
- Negotiation techniques and closing deals
- Professional codes of conduct
Software/Tools: DocuSign, Dotloop (contract management)

17.11.4. **REAL 131 – Real Estate Math & Finance I (3 credits, Theory/Studio):**
Introduces financial concepts and calculations used in real estate.

Topics include:

- Time value of money and compounding
- Simple and compound interest
- Mortgage types and amortization
- Basic investment analysis
- Financial calculators and spreadsheets
Software/Tools: Excel, HP10BII+ financial calculator, Argus (intro)

17.11.5. **ENGL 101 – English Composition I (3 credits, General Education):**
Development of writing and communication skills for professional contexts.

Topics include:

- Academic and business writing
- Structuring proposals and reports
- Writing real estate case studies
- Research and citation methods

- Professional correspondence

17.12. Year 1 – Spring Semester (15 weeks)

17.12.1. REAL 140 – Real Estate Valuation & Analysis (3 credits, Studio):
Explores appraisal methods and property valuation techniques.

Topics include:

- Sales comparison, income, and cost approaches
- Market comps and comparative analysis
- Cash flow analysis and NOI (Net Operating Income)
- Introduction to appraisal reporting
- Case studies in valuation
  Software/Tools: CoStar, Zillow Research, Excel modeling

17.12.2. REAL 150 – Facilities & Property Management (3 credits, Theory):
Covers principles of managing and operating real estate assets.

Topics include:

- Facilities maintenance and safety
- Energy management and sustainability
- Tenant relations and lease management
- Preventive maintenance scheduling
- Facility risk and compliance audits
  Software/Tools: Building management systems (BMS), Yardi, MRI Software

17.12.3. REAL 160 – Urban Real Estate Economics (3 credits, Theory):
Examines the economic principles underlying urban real estate.

Topics include:

- Land use economics and zoning impacts
- Urban growth models and sprawl
- Housing markets and affordability issues
- Real estate cycles and macroeconomic factors
- Case studies of global urban real estate markets
  Software/Tools: GIS mapping, ESRI ArcGIS Urban

17.12.4. REAL 170 – Digital Tools for Real Estate (PropTech I) (3 credits, Studio):
Introduction to emerging technologies for real estate practice.
Topics include:

- CRM systems and client tracking
- AI valuation tools and predictive analytics
- Virtual tours and digital marketing platforms
- GIS mapping and property databases
- Blockchain applications in real estate
  Software/Tools: Matterport (virtual tours), GIS, Zillow Premier Agent, Salesforce

17.12.5. PSYC 101 – Psychology of Negotiation & Consumer Behavior (3 credits, General Education):
Studies how psychology impacts real estate negotiations and consumer choices.

Topics include:

- Principles of persuasion and influence
- Negotiation psychology and tactics
- Behavioral economics in real estate decisions
- Consumer trust and ethics
- Cross-cultural approaches to negotiation

17.13. Year 2 – Fall Semester (15 weeks)

17.13.1. REAL 210 – Real Estate Investments & Feasibility (3 credits, Theory/Studio):
Explores real estate as an investment asset class and teaches feasibility study methods.

Topics include:

- Real estate investment vehicles
- Feasibility studies and site analysis
- Cash flow forecasting and IRR (Internal Rate of Return)
- Risk management in investments
- Case study development
  Software/Tools: Argus Enterprise, Excel financial modeling

17.13.2. REAL 220 – Real Estate Marketing & Sales (3 credits, Studio):
Focuses on strategies for promoting and selling real estate.

Topics include:

- Market research and target segmentation
- Digital marketing strategies
- Social media and experiential branding
- Sales funnel design and KPIs
- Client relationship management
  Software/Tools: HubSpot CRM, Canva, Google Analytics, Facebook Ads Manager

17.13.3. REAL 230 – Advanced Valuation & Market Research (3 credits, Studio):
Covers advanced appraisal and market research techniques.

Topics include:

- Advanced income capitalization and DCF models
- Hedonic pricing and regression models
- Market feasibility and demand forecasting
- Data-driven comparative market analysis
- Applied case studies
  Software/Tools: R, Python (basic analytics), Excel, CoStar, REIS

17.13.4. REAL 240 – Sustainable Real Estate & Smart Cities (3 credits, Theory/Studio):
Examines sustainability and technology in real estate development.

17.13.5. **Topics include:**

- ESG frameworks and green certifications (LEED, WELL)
- Smart building systems and IoT in property management
- Renewable energy integration in developments
- Sustainable urban planning practices
- Global case studies of smart cities
  Software/Tools: ArcGIS Urban, Autodesk Revit (green BIM), LEED Online

17.13.6. **COMM 105 – Communication & Presentation for Business (3 credits, General Education):**
Trains students in professional presentation and communication skills.

Topics include:

- Business presentation design
- Professional writing for proposals and contracts
- Visual storytelling with data
- Client communication and negotiation role-plays
- Cross-cultural communication
  Software/Tools: PowerPoint, Canva, Prezi

17.14. Year 2 – Spring Semester (15 weeks)

17.14.1. **REAL 250 – Advanced Real Estate Investments & Analysis (3 credits, Studio):**
Develops advanced investment analysis skills through simulation and case studies.

Topics include:

- Real estate finance structures
- REITs and institutional investment
- Syndication and partnerships
- Advanced IRR, NPV, and sensitivity analysis
- Investment case competitions
  Software/Tools: Argus, Excel, Python for financial modeling

17.14.2. **REAL 260 – Real Estate Entrepreneurship & Innovation (3 credits, Studio):**
Prepares students to launch and manage real estate ventures.

Topics include:

- Real estate startups and proptech entrepreneurship
- REITs and crowdfunding platforms
- Business planning and funding strategies
- Disruptive technologies in real estate
- Legal and ethical challenges in innovation
  Software/Tools: Business plan software (LivePlan), PropTech tools

17.14.3. **REAL 270 – Capstone Project in Real Estate (3 credits, Capstone):**
Culminating project where students propose a development or investment strategy.

Topics include:

- Defining project briefs (residential, commercial, or mixed-use)
- Feasibility and valuation analysis
- Financial modeling and investor pitch decks
- Sustainability and social impact considerations
- Final defense and portfolio integration
  Software/Tools: Integrated use of Excel, Argus, ArcGIS, Canva

17.14.4. **REAL 280 – Internship / Co-op (3 credits, Co-op):**
Supervised work experience in brokerage, property management, or development.

Topics include:

- Applying classroom learning in industry settings
- Exposure to professional workflows
- Networking and mentorship
- Reflective journaling on career skills
- Integration of internship deliverables into portfolio

17.14.5. **REAL 290 – Emerging Trends in Global Real Estate (3 credits, Theory):**
Explores global forces and trends shaping real estate.

Topics include:

- Global housing affordability challenges
- AI/ML in property valuation
- Climate risk and real estate investment
- Cross-border investment and global REITs
- Future scenarios in real estate markets
  Software/Tools: Global real estate databases (Knight Frank, JLL), AI valuation apps

18.

Associate of Applied Science

Design Service Marketing

18.1. Rationale

Design service industries including graphic design, interior design, product design, digital media, and experiential branding rely heavily on the ability to communicate value to clients and markets. The modern economy increasingly demands that designers not only create, but also market their services, build brands, and engage customers through innovative strategies.

With the rise of digital transformation, AI-driven analytics, global e-commerce, and experiential marketing, professionals who understand both design and marketing are uniquely positioned to succeed. The A.A.S. in Design Service Marketing prepares students to operate at this intersection, giving them the tools to brand themselves, promote services, and drive sustainable business growth.

18.2. Program Overview

- Length: 2 Years (24 months)
- Structure: 4 Semesters (15 weeks each)
- Total Credits: 60 Credit Hours
- Delivery: 100% online with project-based simulations, case studies, and portfolio development
- Credential Awarded: Associate of Applied Science (A.A.S.) in Design Service Marketing

18.3. Program Fundamentals

- Marketing Core: Marketing management, consumer behavior, brand strategy.
- Design Industry Focus: Marketing services, positioning creative work, pricing strategies.
- Digital Tools: SEO/SEM, social media marketing, AI analytics, digital campaign design.
- Entrepreneurship: Freelancing, small business marketing, new venture promotion.
- **Professional Practice: Negotiation, client presentations, portfolio branding.**

18.4. Learning Outcomes

Graduates will be able to:

1. Apply **marketing principles** to design service industries (graphic, interior, product, UX, etc.).
2. Analyze consumer and client behavior to tailor marketing strategies.
3. Develop and manage **brands for creative professionals and agencies**.
4. Use **digital marketing tools and platforms** (Google Analytics, Meta Ads, SEO/SEM).
5. Create integrated marketing communications campaigns.
6. Apply **sales and negotiation techniques** in client-designer relationships.
7. Build a professional **portfolio and personal brand** for the creative marketplace.
8. Launch and market design service startups or freelance practices.

18.5. Degree Map – A.A.S. in Design Service Marketing


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Semester	Course Code	Course Title	Format	Credits
Year 1 – Fall (15 weeks)	DSMK 101	Introduction to Marketing Management	Theory	3
	DSMK 110	Design Services Industry Overview	Theory/Studio	3
	DSMK 120	Visual Branding & Communication	Studio	3
	DSMK 130	Marketing Math & Analytics Basics	Theory/Studio	3
	ENGL 101	English Composition I	Gen Ed	3
Semester Total				**15**
Year 1 – Spring (15 weeks)	DSMK 140	Consumer Behavior for Design Services	Theory	3
	DSMK 150	Selling & Sales Management	Studio	3
	DSMK 160	Digital Marketing I – Social Media & SEO	Studio	3
	DSMK 170	Advertising & Integrated Marketing Comms	Theory/Studio	3
	PSYC 101	Psychology of Creativity & Influence	Gen Ed	3
Semester Total				**15**
Year 2 – Fall (15 weeks)	DSMK 210	Brand & Reputation Management	Studio	3
	DSMK 220	Services Marketing for Creative Industries	Theory/Studio	3
	DSMK 230	Digital Marketing II – Campaign Design	Studio	3
	DSMK 240	Global & Cross-Cultural Marketing	Theory	3
	COMM 105	Communication & Presentation for Designers	Gen Ed	3
Semester Total				**15**
Year 2 – Spring (15 weeks)	DSMK 250	New Product & Service Development	Studio	3
	DSMK 260	Data-Driven Digital Marketing & Analytics	Studio	3
	DSMK 270	Entrepreneurship & Freelancing in Design	Studio	3
	DSMK 280	Internship / Co-op	Co-op	3
	DSMK 290	Capstone Project: Integrated Campaign	Capstone	3
Semester Total				**15**

18.6. Program Requirements – A.A.S. in Design Service Marketing

18.7. Admission Requirements

- High school diploma (or equivalent).
- Applicants without may first complete the Foundational Certificate in Marketing & Design Services.
- A portfolio submission (marketing projects, design work, or case studies) is encouraged but not mandatory.
- Students must be at least 18 years old (or 17 with parental consent).

18.8. Progression Requirements

- A minimum grade of "C" is required in all courses.
- All DSMK-prefixed core courses must be taken in sequence (e.g., Digital Marketing I ⊠ II).
- General Education courses (ENGL 101, PSYC 101, COMM 105) must be completed before graduation.
- Students are expected to participate in studio projects, critiques, and campaign presentations as part of progression.

18.9. Completion Requirements

- Completion of 60 credit hours across 4 semesters.
- Successful completion of Capstone Project (DSMK 290) and Internship/ Co-op (DSMK 280).
- Submission of a professional portfolio containing marketing campaigns, case studies, brand strategies, and digital media projects.
- Participation in the final portfolio review and industry critique.

18.10. Detailed Course Descriptions – A.A.S. in Design Service Marketing

18.11. Year 1 – Fall Semester (15 weeks)

18.11.1. **DSMK 101 – Introduction to Marketing Management (3 credits, Theory): Foundational course introducing the principles of marketing management with emphasis on service-oriented industries.**

Topics include:

- Core marketing concepts (4Ps, STP, value creation)
- Service vs. product marketing
- The marketing environment (macro/micro)
- Marketing mix and customer value chain
- Case studies in design service marketing

18.11.2. **DSMK 110 – Design Services Industry Overview (3 credits, Theory/Studio): Explores the design services ecosystem, from graphic and interior design to UX and branding, and how marketing drives value.**

Topics include:

- Structure of design service industries
- Client needs and value perception
- Differentiation and service positioning
- B2B vs. B2C design service marketing
- Industry career pathways and roles

18.11.3. **DSMK 120 – Visual Branding & Communication (3 credits, Studio): Hands-on studio focusing on building and managing brand identities for creative businesses.**

Topics include:

- Principles of branding and identity systems
- Storytelling through visuals and language
- Logo, typography, and color systems for services
- Designing brand guidelines and toolkits
- Communication strategies for digital platforms
  Software/Tools: Canva, Adobe Illustrator, Figma

18.11.4. **DSMK 130 – Marketing Math & Analytics Basics (3 credits, Theory/Studio): Covers fundamental math and metrics for pricing, sales forecasting, and campaign measurement.**

Topics include:

- Pricing strategies for creative services
- ROI, margins, and break-even analysis
- Customer acquisition cost (CAC) & lifetime value (CLV)
- Marketing KPIs and dashboards
- Intro to Excel-based marketing analytics
  Software/Tools: Excel, Google Sheets, HubSpot (analytics demos)

18.11.5. **ENGL 101 – English Composition I (3 credits, General Education): Develops professional writing and communication for business and design contexts.**

Topics include:

- Academic and professional writing
- Case study reports and campaign briefs
- Research and citation methods
- Writing marketing proposals and critiques
- Portfolio-ready personal statements

18.12. Year 1 – Spring Semester (15 weeks)

18.12.1. **DSMK 140 – Consumer Behavior for Design Services (3 credits, Theory): Examines consumer psychology and decision-making in creative markets.**

Topics include:

- Buyer behavior in design service industries
- Cultural and social influences on service consumption
- The adoption and diffusion of new design trends
- Emotional design and client perception
- Tools for consumer insight research

18.12.2. **DSMK 150 – Selling & Sales Management (3 credits, Studio):**
Prepares students with practical sales skills tailored for creative services.

Topics include:

- Prospecting and lead generation
- Crafting service proposals and pricing pitches
- Closing strategies and client management
- CRM tools for sales tracking
- Role-play simulations of client meetings
  Software/Tools: Salesforce, HubSpot CRM, Pipedrive

18.12.3. **DSMK 160 – Digital Marketing I: Social Media & SEO (3 credits, Studio):**
Practical course on building online presence for creative businesses.

Topics include:

- Social media marketing strategy (Instagram, LinkedIn, TikTok)
- SEO basics and keyword research
- SEM (Google Ads) fundamentals
- Analytics dashboards for tracking engagement
- Case studies in successful campaigns
  Software/Tools: Google Analytics, SEMrush, Meta Ads Manager

18.12.4. **DSMK 170 – Advertising & Integrated Marketing Communications (3 credits, Theory/Studio):**
Explores how IMC strategies connect clients and audiences in the design sector.

Topics include:

- Advertising principles and media planning
- Integrated campaigns across print/digital
- Message consistency and brand positioning
- Creative ad design and testing
- Campaign evaluation and metrics
  Software/Tools: Adobe Creative Suite, Canva, Google Ads

18.12.5. **PSYC 101 – Psychology of Creativity & Influence (3 credits, Gen Ed):**
Introduces the psychology of persuasion, influence, and creative thinking.

Topics include:

- Persuasion strategies in communication
- Consumer trust and brand loyalty
- Cognitive biases in decision-making
- Creativity and problem-solving theories
- Case studies of influence in marketing

18.13. Year 2 – Fall Semester (15 weeks)

18.13.1. **DSMK 210 – Brand & Reputation Management (3 credits, Studio):**
Focuses on building and maintaining trust in creative brands.

Topics include:

- Brand equity and measurement
- Crisis management and PR strategies
- Online reputation management
- Client trust and transparency practices
- Case studies of brand successes and failures
  Software/Tools: Brandwatch, Hootsuite, Google Alerts

18.13.2. **DSMK 220 – Services Marketing for Creative Industries (3 credits, Theory/Studio):**
Teaches strategies unique to service-based businesses, particularly creative and design-focused.

Topics include:

- Characteristics of service marketing (intangibility, perishability, variability)
- Differentiating design services
- Service design frameworks
- Pricing and service bundling strategies
- Service quality measurement (SERVQUAL model)

18.13.3. **DSMK 230 – Digital Marketing II: Campaign Design (3 credits, Studio):**
Advanced practice in creating and evaluating integrated digital campaigns.

Topics include:

- Campaign planning and execution
- A/B testing and optimization
- Multi-platform strategy (social, web, email)
- Content calendar design
- Measuring ROI and refining campaigns
  Software/Tools: Google Analytics, HubSpot, Canva, Mailchimp

18.13.4. **DSMK 240 – Global & Cross-Cultural Marketing (3 credits, Theory):**
Explores marketing design services in international and multicultural contexts.

Topics include:

- Globalization and cross-border branding
- Cultural dimensions in consumer behavior
- Global service positioning
- Multicultural communication strategies
- Global case studies of design service firms

18.13.5. **COMM 105 – Communication & Presentation for Designers (3 credits, Gen Ed):**
Develops professional speaking and

presentation skills tailored to design contexts.

Topics include:

- Structuring pitches and proposals
- Client presentations and stakeholder management
- Storytelling in design marketing
- Visual aids and persuasion strategies
- Public speaking workshops
  Software/Tools: PowerPoint, Prezi, Adobe InDesign

18.14. Year 2 – Spring Semester (15 weeks)

18.14.1. DSMK 250 – New Product & Service Development (3 credits, Studio):
Explores the development and launch of new services in creative industries.

Topics include:

- Ideation and prototyping of services
- Market research and feasibility analysis
- Service innovation and differentiation
- Launch planning and execution
- Case studies of successful creative ventures

18.14.2. DSMK 260 – Data-Driven Digital Marketing & Analytics (3 credits, Studio):
Focuses on advanced data analytics for campaign optimization.

Topics include:

- Predictive analytics and consumer modeling
- Marketing dashboards and KPIs
- AI and machine learning tools in marketing
- Data visualization techniques
- ROI analysis for campaigns
  Software/Tools: Google Analytics, Tableau, SEMrush, HubSpot

18.14.3. DSMK 270 – Entrepreneurship & Freelancing in Design (3 credits, Studio):
Prepares students to establish independent design/marketing ventures.

Topics include:

- Business models for freelancers and agencies
- Pricing creative services competitively
- Building online portfolios and personal brands
- Networking and client acquisition
- Legal and financial basics for freelancers
  Software/Tools: Wix, Squarespace, Behance, QuickBooks

18.14.4. DSMK 280 – Internship / Co-op (3 credits, Co-op):
Provides industry exposure through work placements or freelance project experience.

Topics include:

- Applying marketing concepts in real practice
- Observing professional workflows in agencies
- Networking with industry professionals
- Reflective journaling and reporting
- Portfolio integration of internship outputs

18.14.5. DSMK 290 – Capstone Project: Integrated Campaign (3 credits, Capstone):
Students create and present a full integrated marketing campaign for a design service business.

Topics include:

- Defining client/project briefs
- Campaign strategy and development
- Multi-channel execution and testing
- Portfolio-ready documentation
- Final presentation to faculty and industry reviewers
  Software/Tools: Integrated use of Canva, Adobe Creative Suite, Google Analytics, HubSpot

19.

Master of Applied Science in Design

Specialization Tracks Linked to A.A.S. Programs

The Master of Applied Science in Design at Design University is designed as a natural progression for graduates of our Associate of Applied Science (A.A.S.) programs or equivalent undergraduate study. Where the A.A.S. provides the technical foundation and professional readiness for entry into the creative industries, the Master's program builds upon that base to propel students into advanced, future-facing specialization pathways.

Each track is carefully anchored in its A.A.S. counterpart, creating a seamless academic ladder where students evolve from applied practitioners into strategic innovators and thought leaders at the intersection of design and technology. By linking foundational skills with graduate-level inquiry, these tracks ensure that no learning is isolated: rather, every project, experiment, and exploration is part of a deliberate journey from practice to mastery.

The specializations go beyond technical expertise. They reflect the unique DNA of each design discipline, enriched with emerging technologies such as AI, spatial computing, immersive media, generative systems, and advanced fabrication. This integration empowers graduates not just to adapt to industry change but to drive it; anticipating shifts, leading transformation, and shaping the future of the global creative economy.

At Design University, specialization is not about narrowing focus, but about deepening impact. Each pathway is an invitation to explore how creative technology can be leveraged to design smarter cities, more immersive experiences, more sustainable products, and more meaningful cultural narratives. Our graduates don't just follow trends; they set them.

19.1. Interior Design (M.A.S.) Spatial Computing & Immersive Interiors

Students advance from designing functional, human-centered interiors to creating immersive, interactive environments powered by VR/AR and spatial computing. This specialization explores:

- Virtual and Augmented Reality Applications in interior environments
- Digital Twins for real-time simulation of residential, commercial, and institutional spaces
- Smart Interiors powered by IoT and AI for adaptive lighting, energy, and comfort systems
- Immersive Visualization Workflows to transform client communication and project delivery

Outcome: Graduates lead the future of interior practice by merging design artistry with immersive, data-driven environments.

19.2. Construction Management (M.A.S.) Digital Construction & Smart Infrastructure

This specialization positions students to become leaders in AI-driven construction and smart city development. Key areas include:

- Building Information Modeling (BIM) enhanced with generative AI workflows
- AI-driven Building Systems for efficiency, safety, and sustainability
- **Smart Infrastructure Development,** integrating IoT and data visualization into large-scale construction projects
- Generative Workflows for rapid design, cost optimization, and project scheduling
- Outcome: Graduates are equipped to oversee digitally transformed construction

ecosystems, driving the future of sustainable infrastructure and smart city design.

19.3. Graphic Design & Visual Communication (M.A.S.) Advanced Digital Communication & Generative Media

Students evolve from mastering graphic design fundamentals to producing next-generation digital campaigns and experiences. Focus areas include:

- Generative Branding & AI-Driven Design Systems that adapt in real-time to user behavior
- Advanced Motion Graphics & Dynamic Content Creation
- Interactive Media Campaigns across emerging digital platforms
- Cross-platform Brand Storytelling in immersive and hybrid realities

Outcome: Graduates lead as creative directors and digital innovators, producing communication strategies that are both adaptive and unforgettable.

19.4. Product & Industrial Design (A.A.S.) Computational Product Innovation

This specialization combines product design with computational power to accelerate innovation pipelines. Key content includes:

- **Algorithmic and Generative Product Development**
- **AI/ML in Rapid Prototyping and Product Optimization**
- **Sustainable Design Optimization for lifecycle efficiency**
- **Digital Testing & Simulation for real-world product validation**

Outcome: Graduates are prepared to shape the future of product ecosystems, from wearables and consumer electronics to automotive and medical devices.

19.5. Digital Fabrication & Rapid Prototyping (M.A.S.) Advanced Fabrication & Digital Manufacturing

Students build on fabrication foundations to specialize in next-gen manufacturing methods. Focus includes:

- **Robotic Fabrication and Automation for large-scale prototyping**
- **Generative Manufacturing processes** integrating AI optimization
- Material Innovation, including biomaterials and sustainable composites
- Industry 4.0 Systems linking digital design to adaptive production chains
- Outcome: Graduates emerge as leaders in advanced manufacturing ecosystems, able to bridge design, engineering, and sustainable industry.

19.6. Design Innovation & Technology (M.A.S.) Creative AI & Emerging Tech Strategies

This track develops advanced innovators capable of leading design-driven technology ecosystems. Core areas:

- AI/ML for Creative Workflows and cross-disciplinary design
- Speculative Prototyping to anticipate future needs
- Foresight and Strategic Innovation Leadership
- Emerging Tech Integration (blockchain, metaverse, AR/VR) for transformative design outcomes
- Outcome: Graduates are positioned as innovation strategists and creative technologists, guiding organizations into the next wave of design futures.

19.7. Environmental Graphic Design (M.A.S.) Experiential Environments & Spatial Storytelling

Building on wayfinding and branded environments, this specialization immerses students in multi-sensory, interactive spatial design. Key topics include:

- Immersive Wayfinding Systems powered by AR overlays
- Branded Environments enhanced through interactive digital signage
- Multi-Sensory Storytelling (sound, light, and movement in space)
- AR/VR Spatial Navigation for public spaces and institutions
- Outcome: Graduates redefine how people experience and navigate environments, merging communication with place-making.

19.8. Exhibition & Retail Design (M.A.S.) Experiential Design & Hybrid Retail Systems

Students extend their ability to create physical exhibitions and retail environments into phygital (physical + digital) ecosystems. Focus areas include:

- Interactive Exhibition Experiences using AR/VR
- Hybrid Retail Models, combining physical stores with digital layers
- Experiential Marketing Ecosystems

- Multi-sensory & Narrative-driven Environments for cultural and commercial **contexts**

Outcome: Graduates become architects of transformative brand experiences that engage audiences both physically and digitally.

19.9. Fashion & Merchandising (M.A.S.) Fashion Futures & Digital Commerce

This specialization propels fashion students into the digital frontier of style, commerce, and tech integration. Key topics:

- Virtual Fashion & Digital Clothing for metaverse and online platforms
- AI-driven Trend Analytics for predictive consumer insights
- NFT Collections & Blockchain-based Authentication
- Immersive Retail Strategies (virtual try-on, AR-enhanced shopping)

Outcome: Graduates enter the future of fashion as strategic innovators, shaping both physical and digital fashion economies.

19.10. Game Development & Publishing (M.A.S.) Advanced Game Design & Immersive Worlds

Students progress from basic gameplay design to advanced metaverse-driven and procedural game creation. Content includes:

- Metaverse Game Development and cross-platform experiences
- Procedural Content Generation using AI algorithms
- XR Gameplay Design for AR/VR and mixed realities
- Game Business Ecosystems including publishing, monetization, and community strategy

Outcome: Graduates pioneer next-generation interactive entertainment, blending gameplay, narrative, and immersive technologies.

19.11. Fine Art Concepts (M.A.S.) Digital & Computational Arts

Artists extend their practice into digital and algorithmic creativity, bridging art and technology. Core areas:

- Generative Art & Creative Coding
- Interactive Installations powered by sensors and AI
- Immersive Digital Storytelling across platforms
- AI-assisted Art Practice balancing automation with creative expression

Outcome: Graduates lead in the space where art, code, and audience interaction merge, shaping the future of computational aesthetics.

20. Certificate Programs

Our online Certificate programs provide short-term, focused training in specialized topics. These programs run from a few weeks to a few months in length, are often self-paced, and are ideal for professionals and lifelong learners seeking to upskill. Certificate courses do not require the long-term commitment of a degree, and many have open enrollment with no formal prerequisites beyond a passion for the subject. Examples include:

UX Design Foundations (15 weeks): Introduces learners to the core principles and practices of user experience design, covering usability research, wireframing, interface design, and UX analytics, with insights into future trends like AI integration, voice interfaces, and multi-sensory engagement. Outcome: Build a professional portfolio, gain human-centered design skills, and prepare for careers in UX/UI design, product design, or digital experience strategy.

Sustainable Design Principles (12 weeks): Study eco-friendly design practices for products and interiors, including sustainable materials, energy efficiency, and green certification standards. Outcome: Apply sustainability standards in design projects; valuable for roles in environmental design or consulting.

Interior Design Industry Essentials (15 weeks): Introduces beginners to core interior design concepts and industry practices, covering basic space planning, design styles, materials, and professional presentation techniques. Outcome: Grasp fundamental interior design principles and workflows; gain confidence to contribute to design projects or pursue further interior design education.

3D Modelling, and VR (15 weeks): Learn to create realistic 3D models and immersive virtual walkthroughs using industry-standard architectural tools (SketchUp & Revit) combined with virtual reality. Outcome: Develop dynamic 3D visualizations and VR presentations for interior or architectural projects; enhance your ability to communicate design concepts to clients.

Motion Graphics & Animation (15 weeks): Explore storytelling through animated visuals and transitions. Outcome: Create dynamic graphics and short animations using industry tools; suited for roles in marketing, film, or e-learning content creation.

Video Editing & Content Creation (15 weeks): Master the video production process from shooting footage and editing to adding effects and graphics. Outcome: Produce polished video content using industry-standard software; prepare for roles in digital marketing, social media, or multimedia content creation.

Web Design & Development (12 weeks): Covers HTML/CSS fundamentals, responsive design techniques, and web usability best practices. Outcome: Design and build modern, user-friendly websites; provides a foundation for front-end development careers.

Construction Project Management (12 weeks): Specializes in managing construction and interior build-out projects, including budgeting, scheduling, and contractor coordination. Outcome: Apply project management techniques to construction scenarios; prepare for roles in construction management or supervision.

Applied Generative AI for Digital Transformation (12 weeks): Understand how to leverage AI tools in the creative process for ideation and rapid prototyping. Outcome: Integrate AI-driven techniques into design workflows; become an AI-assisted designer or creative technologist in forward-thinking studios.

All certificate programs are also 100% online, allowing you to learn at your own pace. Many certificate course credits can later be applied toward an associate degree if you choose to continue your education. Entry requirements for certificates are flexible: a high school diploma is recommended, but industry professionals or passionate enthusiasts may enroll based on experience. Continuing Education Units (CEUs) are available for certain courses and can be beneficial for maintaining professional licenses or simply showcasing your commitment to professional development.

21.

Masterclasses & Workshops

Design University offers exclusive masterclasses, workshops, and bootcamps led by industry experts and celebrated designers from around the world. These one-off, intensive programs, typically lasting 1–2 weeks, dive deep into niche topics, emerging trends, and specialized skills that give you a competitive edge.

21.1. Programs Include:

- **AI in Design Innovation –** Explore how artificial intelligence is transforming design processes, from generative concepts to automated workflows, and learn practical tools to integrate AI into your creative practice.
- **Brand Identity & Storytelling –** Master the art of building brands that resonate. This course explores novelty, practical and narrative strategies using real-world case studies and interactive critiques.
- **Sales Engineering for Creative Industries –** Gain skills to bridge design and business, learning how to present, position, and sell design solutions effectively to clients and stakeholders.
- **Sustainable Materials & Circular Design –** Learn to source, specify, and design with eco-friendly materials while applying circular economy principles to reduce environmental impact.
- **Smart Home Systems & IoT –** Discover how to integrate Internet of Things technologies into living and working spaces, designing environments that are intelligent, connected, and user-responsive.
- **Design Thinking & Human**-Centered Innovation – Apply structured problem-solving methods to create user-focused solutions, prototyping ideas and testing them in real scenarios.
- **Experiential Lighting Design –** A deep dive into using light to shape mood, function, and brand experience across interior, retail, and exhibition spaces.

Masterclasses are scheduled year-round, often featuring live lectures, hands-on projects, and Q&A sessions with the experts. They are offered as premium content, available to all learners with special discounts or free seats for enrolled degree students. Each program concludes with a certificate of completion, adding immediate value to your portfolio and professional credentials, while connecting you to a global network of creative professionals.

Contact Information and Additional Resources

We encourage all prospective students to connect with us and explore further. Whether you have specific questions or just want to experience what we offer, Design University provides multiple resources:

Contact Details:

For convenience, we have dedicated contact points for different regions, as well as a central office. Feel free to get in touch via phone or email. Our friendly admissions and support staff are ready to assist.

Headquarters (USA): Texas,

Email: usa@mydiu.com

Africa Regional Office: (Nairobi, Kenya)

Email: africa@mydiu.com

Middle East Office (Saudi Arabia):

Email: saudia@mydiu.com

Europe Office (United Kingdom): (London)

Email: uk@mydiu.com

(Our regional offices are staffed with advisors who speak local languages and can provide region-specific guidance on admissions and programs. Don't see your region listed? Contact our HQ; we likely have an authorized partner in your country, or we will assist you directly.)

Additional Resources: To help you make an informed decision, we offer a range of resources and ways to experience Design University before you enroll:

Virtual Campus Tour: Visit our website for an interactive virtual tour that showcases our online platform's features. You can navigate through a demo student dashboard, explore a sample course module, and even see examples of student projects in our gallery. This tour gives a feel for what daily life as an online design student is like – all from the comfort of your home.

Sample Class & Webinars: We periodically host free sample classes and info webinars. Join one of our 1-hour live design classes where an instructor will teach a mini-lesson (for example, a quick UX design challenge or a sketching workshop). It's a great opportunity to experience our teaching style and ask questions. Upcoming sample classes are listed on our events page.

Information Sessions and Q&A: Our admissions counselors hold live Q&A sessions on Instagram and YouTube. Follow our social media to catch the next session where we cover topics like "How to Build Your Portfolio for Admission" or "Tips for Succeeding as an Online Student." These sessions often feature current students or alumni as guest speakers who share their experiences.

FAQs and Online Support: We have a comprehensive Frequently Asked Questions section on our website addressing everything from technical requirements to credit transfer policies. If you have a question, there's a good chance it's answered there. Additionally, our support chat is available on the site; you can chat with a support representative 24/7 for instant answers. Whether it's a query about a program detail or need guidance on the application, we're here to help at any hour.

Downloadable Prospectus & Program Guides: This prospectus is available as a PDF download on our site for your convenience. We also offer detailed program guides for each major (Interior Design, Graphic Design, etc.), which include full course lists and sample schedules. These can be downloaded or emailed upon request.

Trial Access: Still undecided? We offer a no-cost 48-hour trial access to our LMS for serious prospective students. You'll get a temporary login to explore a limited version of an actual course, watch a couple of lectures, and even complete a short activity. This "test drive" has been helpful for many students in confirming that our format works well for them. Contact us to request trial access.

Design University is excited to welcome the next generation of creative talent. We hope this prospectus has given you a thorough insight into what we offer; a world-class design education that is flexible, affordable, and global in outlook. If you're ready to ignite your creativity and advance your career with us, we invite you to reach out through any of the channels above or start your application online. Join our diverse community of designers and innovators, and let's design a better future together!


DESIGN UNIVERSITY