



Bachelor of Technology in Applied Design

Two-Year Curriculum – 2011

Year One

Fall

APDZ 311 Intro to Applied Design: A survey course of concepts and issues in applied design. Design terminology will be reviewed and contemporary design-related concepts such as human factors, interaction design, usability, and heuristics will be examined.

CMST 302 Mass Communication: This course focuses on mass media's history and cultural, social, and economic impacts. Examines how Internet, television, radio, film, and print media affect public and private life. Legal, ethical, and commercial dimensions of mass communication, including First Amendment issues are also covered.

PSYC 441 Psychology of Creativity: A close examination of creativity as a human trait. Issues of definition, identification, measurement, development, use, loss and value in the design process are examined.

Winter

PHIL 321 Ethics of Design: An overview of the varied approaches to the study of ethics from classical to contemporary is applied to the evolving design field. Ethical decision-making within the design profession is emphasized. The course begins with study of the classical philosophers and transitions to contemporary ethical issues facing practitioners across design disciplines.

HUM 311 Design Theory: A survey course of concepts and issues in applied design. Design terminology will be reviewed and contemporary design-related concepts such as human factors, interaction design, usability, and heuristics will be examined.

HUM 312 Industrial Design Theory: An overview of the varied approaches to the study of ethics from classical to contemporary is applied to the evolving design field. Ethical decision-making within the design profession is emphasized. The course begins with study of the classical philosophers and transitions to contemporary ethical issues facing practitioners across design disciplines.

ENGL 335 Technical Writing for Designers: Students will learn to convey written technical information in appropriate formats for various audiences. They will learn how to gather information, document sources, edit and format writing, and collaborate in order to produce effective technical communications. An emphasis will be placed on refining research skills.

Spring

APDZ 321 The Business of Design: This course provides an overview of business vocabulary, functions, processes, and the design segment for students in the BTAD program. It also addresses aspects of management and leadership, law, contracts, and human resources. Case studies of design businesses are included.

APDZ 331 Managing Creativity & Innovation: The unique role of the manager who is responsible for creation and design is examined. Particular attention is paid to the skills needed to lead a team of creative professionals.

APDZ 333 Applied Design Technology: Course designed for BTAD students to learn a new or updated technology software taught in a lower-division course while working directly with an upper-division faculty advisor to ensure lower-division technology outcomes and upper-division communication, problem solving and project design outcomes are met.

Year Two

Fall

APDZ 332 Entrepreneurship and Design: A practical study of how design innovations lead to new opportunities. Issues of copyright, patent, license, marketing, securing capital and freelancing will be discussed. Students will create a business plan for an entrepreneurial design venture.

APDZ 441 Project Management: Examines essential strategies and methods for managing projects. Students apply a step-by-step methodology to develop plans, apply project management concepts, demonstrate presentation skills and perform a post project review for projects specific to the design field.

Lab Science

The following course is offered for students who do not transfer in a lab science:

GEOL&101 Intro Physical Geology: Studies the physical processes, both on and beneath the surface, that have over time given the earth its present form. Course format includes field and laboratory study of minerals, rocks, and maps. Off-campus field trip may be required. Laboratory Science Course.

Winter

APDZ 451 Design Team Practicum: Under the direction of their instructor, students will work in teams to perform design tasks in partnership with real-world design projects. Some on-site work at a partner organization may be required.

STEC 351 Principles of Sustainability: Introduces the influence of human activities on environmental processes. Topics include ecological concepts, population growth, natural resources, and current environmental problems from scientific, social, political, and economic perspectives. Students demonstrate an understanding of environmental interrelationships and contemporary global environmental issues as related to sustainable design practices.

MATH 341 Mathematics of Design examines the relationship between the concepts of mathematics and the disciplines of design, with emphasis on the interaction between visual thinking, digital design tools, and mathematical approaches to space, structure and form. Course content is selected from geometry, statistics, animation, search, virtual reality, information visualization, and modern mathematical fields such as fractals, cellular automata, and iconic math.

Spring

Two electives

APDZ 461 Senior Capstone Project: Students will complete a culminating project integrating all of their coursework and resulting in an employment portfolio piece that involves all steps in the design process from ideation to proof of concept, showcasing their abilities.

Current Electives

ART 324: Printmaking for Design

APDZ 335: Computational Design

APDZ 334: Applied Design Theory

APDZ 381: Theory of Interactivity

APDZ 382: Brand Communication and Marketing

APDZ 497: Design Practice Internship