

# BFA in Design with concentration in Interaction Design

The Bachelor of Fine Arts in Design, specializing in Interaction Design (IXD), is a comprehensive and interdisciplinary four-year program totaling 120 credits, inclusive of CORE 34 requirements. Geared towards preparing students for diverse career trajectories, this program uniquely integrates User Interface Design (UI) and User Experience Design (UX) with traditional design methodologies. With a primary focus on developing digital products, interfaces, and immersive environments, the program champions a human-centered and applied design approach. The curriculum aims to furnish students with essential industry skills, a profound understanding of UI/UX best practices, and the capability to effectively meet user needs and expectations.

What distinguishes the Interaction Design concentration at KU from comparable programs nationwide is its explicit emphasis on visual communication principles and industrial design, specifically in product design. Breaking away from conventional boundaries, the degree places significant weight on the creation of digital products, interfaces, and immersive environments. Employing a human-centered and applied design approach, the program ensures that students are well-prepared to excel in real-world design scenarios.

The Interaction Design program boasts a comprehensive and pragmatic curriculum that positions its graduates as highly sought-after by potential employers. Job prospects for program graduates encompass roles in user experience design, product design, human factors, design research, and product management.

Upon successful completion of the BFA Design, Interaction Design, students will possess the skills and knowledge needed to approach their work from a human-centered design perspective. The curriculum places a strong emphasis on research, usability, and user experience design, enabling students to cultivate a profound understanding of user needs and preferences. Furthermore, the program's focus on real-world experience and collaborative work equips students to effectively collaborate with clients, engineers, salespeople, and other design professionals. Through the program's studios, students have the opportunity to refine their concepts and designs in a supportive and stimulating environment, leveraging the latest design tools and technologies. Ultimately, program graduates will be well-prepared to conceive innovative and effective designs that cater to the needs and preferences of both users and stakeholders.

## Freshman

Fall	Hours Spring	Hours
BDS 101 (Studio)	4 IXD 101 (Studio)	4
BDS 103 (Studio)	4 VISC 101 (Studio)	4
HA 100 (Core 34: Arts and Humanities (SGE)) <sup>060**</sup>	3 ADS 340	3
Core 34: English (SGE) <sup>010</sup>	3 Core 34: English (SGE) <sup>010</sup>	3
ADS 320	1 Core 34: Math and Statistics (SGE) <sup>030</sup>	3
	<b>15</b>	<b>17</b>

Sophomore		
Fall	Hours Spring	Hours
VISC 202 (Studio)	4 VISC 302 (Studio)	4
VISC 204 (Studio)	4 VISC 304 (Studio)	4
ADS 346 or 345	3 IXD 302	3
Core 34: Natural and Physical Sciences (SGE) <sup>040</sup>	4 Core 34: Social and Behavior Science (SGE) <sup>050</sup>	3
	ADS 320	1
	<b>15</b>	<b>15</b>

Junior		
Fall	Hours Spring	Hours
IXD 402 (Studio)	4 IXD 412 (Studio)	4
IXD 404 (Studio)	4 IXD 414 (Studio)	4
Core 34: Social and Behavior Science (SGE) <sup>050</sup>	3 IXD 430 (Studio)	3
Core 34: Communications (SGE) <sup>020</sup>	3 ADS 402	3
	ADS 320	1
	<b>14</b>	<b>15</b>

Senior		
Fall	Hours Spring	Hours
IXD 432 (Studio)	4 IXD 442 (Capstone Studio)	4
IXD 415	4 IXD 425	4
ADS 450	3 ADS 455	1
Core 34: Arts and Humanities (SGE) <sup>060</sup>	3 Core 34: US Culture (SGE) <sup>070</sup>	3
	Core 34: Global Culture (SGE) <sup>070</sup>	3
	<b>14</b>	<b>15</b>

## Total Hours 120

### Notes:

\* - This course is a Required major course and is also part of Core 34: Systemwide General Education. If this course is not taken to fulfill the Core 34:SGE requirement, it must be taken in place of elective hours.

\*\* - This course is a Recommended Core 34: Systemwide General Education course. This specific course is not required but is recommended by the program's faculty.

\*\*\* - This course is a Required Core 34: Systemwide General Education course. This program is approved by the Kansas Board of Regents to require this specific Core 34: Systemwide General Education course. If a student did not take this course it must be taken in addition to other degree requirements.