Master of Arts in Design with Concentration in Design Management & Strategy

The Department of Design advances the professional work of thoughtful, creative, and meaningful design to delight, inspire, and serve the needs of people. Design is the planning that lays the basis for creation and development of every object or system people use. Design programs train students to be problem solvers who consider the aesthetic, functional, and user-focused aspects of an object or a process. This requires considerable integrative research, thought, modeling, interactive adjustments, and redesign.

The M.A in Design with a concentration in **Design Management and Strategy** explores in depth the design function in business as an important integrative, and often interdisciplinary, area. The curriculum couples a rigorous, practical understanding of business with design's natural capacity for handling diverse input, creative problem-solving, and human-centered understanding.

The Design Management and Strategy program is for prospective students who already hold design-related baccalaureate degrees and are seeking specialized study in management. Applicants should have at least 2 years of full-time professional work experience in design or a design-related field.

The master's student in design management and strategy should demonstrate an advanced ability to solve design problems, manage teams and processes, communicate clearly, and produce excellent goal-directed outcomes. The graduate will have completed significant course work and a thesis that documents independent discovery and research and will have passed an oral examination on that work. For more information about the program M.A. in Design Management and Strategy.

The design department offers 2 Master of Arts degrees, which share a core curriculum.

The M.A. in **Design Management and Strategy** educates students in the theory, methods, and practices relevant to managing design in an organizational and business context. The program gives students the requisite knowledge to augment their professional skills and abilities, perform as effective design managers, and advance their careers.

The M.A. in **Interaction and User Experience** educates students in the theory, methods, and practices of interaction design. It gives students the requisite professional knowledge, skills, and abilities to perform as interaction designers.

KU is an accredited institutional member of the National Association of Schools of Art and Design (http://nasad.arts-accredit.org/). The entrance and graduation requirements in this catalog conform to the published guidelines of that organization.

M.A. in Design Management Admission

By permission of the Kansas Board of Regents, application for admission to graduate programs in the Department of Design may be refused if available instructional space does not allow addition of more students. The application deadline for Fall is **April 1** and **October 1** for Spring.

A departmental graduate faculty committee reviews transcripts and evaluates applications to determine admission qualifications. Applicants to the M.A. programs must have undergraduate and/or professional backgrounds judged by the Graduate Faculty to be appropriate preparation for the specialization selected.

A complete application for admission consists of the following materials:

1. Graduate application (http://www.graduate.ku.edu/) and application fee (See Admission in the Graduate Studies (https://catalog.ku.edu/graduate-studies/) section of the online catalog for further information);
2. 1 unofficial copy of the transcript from all colleges or universities attended, showing receipt of a bachelor's degree, and 1 unofficial copy of the transcript showing any graduate degree or credit earned;
3. 3 letters of recommendation from people in a position to comment on your abilities and performance;
4. Statement of design philosophy and approach;
5. A portfolio of your design work, or if your previous degree was not in a design related discipline, samples of written work or other creative artifacts you have produced. Portfolio should represent the scope of your experience, knowledge, skills, and abilities to date. Please include documentation of each project: the challenge it was intended to address, the process involved, your role and the role of others in its execution. Please upload your portfolio digitally under "other documents" during the online application process. The portfolio is limited to 10 megabytes (not zipped) in PDF format;
6. For international students, a financial statement showing minimum financial support for the first year of study (see the Admissions page on the school's website (http://www.sadp.ku.edu/)).
7. Evidence of language proficiency if the native tongue is not English.
8. Graduate Record Examination (GRE) test results (preferred).

Submit your graduate application and application materials online (http://www.graduate.ku.edu/). Please contact the Admissions Coordinator if you have any questions:

The University of Kansas Department of Design
Admissions Coordinator
1465 Jayhawk Blvd., Room 205
Lawrence, KS 66045
785-864-3167
jweaver@ku.edu

The Design Management & Strategy concentration of our Design MA requires 31 credit hours of coursework. Specific course requirements are as follows:

Major Required Courses: (15 credit hours, may be completed in any order)

Code	Title	Hours
ADS 714	Service and User Experience Design	3
ADS 712	Advanced Design Methods	3
ADS 750	Design Management	3

ADS 751	Design Scenarios and Simulations	3
ADS 760	Strategic Design Innovation	3
Total Hours		**15**

Design Required Electives: (6 credit hours from the following options)

Code	Title	Hours
ADS 601	Design Ethics	3
ADS 710	Advanced Human Factors in Interaction Design	3
ADS 740	Special Problems in Design	1-6
ADS 765	Interaction Design	3

General Required Electives: (6 credit hours)

Code	Title	Hours
Any course(s) at the 500+ level beyond ADS, VISC, and INDD		6
Total Hours		**6**

Research & Thesis: (4+ credit hours)

Code	Title	Hours
ADS 861	Thesis Research Seminar	1
ADS 890	Thesis	1-8
Total Hours		**2-9**

Helpful Contacts:

Michael Eckersley, Ph.D: Program Director, mde@ku.edu