

# MASTER OF DESIGN IN INTEGRATIVE DESIGN



## Why the Master of Design in Integrative Design?

Integrative designers are a skilled combination of mediator, strategist, creator, and communicator. The Master of Design (MDes) in Integrative Design is a 60-hour terminal degree intended for individuals who want to extend their impact, experiences and marketability within the design profession as well as those interested in or migrating into the design discipline for the purposes of taking on integrative design problems that inhabit a variety of complex systems.

## Why the MDes in Integrative Design at BGSU?

The MDes in Integrative Design is a low-residency, online hybrid program that supports the growing need for more designers with creative, adaptive, and strategic skills for leading interdisciplinary work and research for corporate and non-profit partners facing ever-changing communication complexities. The MDes is a recognized degree designation through BGSU's accrediting body, The National Association for Schools of Art and Design (NASAD), and is a widely recognized degree internationally.

## Learning outcomes

Graduates of the MDes in Integrative Design will:

- Develop collaborative processes and skills in integrative teamwork
- Apply design research methods to academic inquiries and professional practice
- Develop research and create design solutions scaled to resources
- Construct tools, methods and process for investigating design solutions
- Develop social innovation solutions in context to ethical considerations
- Write and design a thesis project aimed at a complex social issue

## FOR MORE INFORMATION

Contact Jenn Stucker, Chair of Graphic Design  
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## Program strengths and uniqueness

- Hybrid, low-residency program provides flexibility for working professionals and access to individuals from across the country and globe.
- The most affordable MDes program in the region.
- Few institutions across the country offer a MDes Degree, thus a more specialized, marketable and unique degree.
- The BGSU MDes connects with other disciplines in business, data science, public policy, healthcare, education, and more.
- Encourages collaborative and interdisciplinary partnership with corporate and non-profit sectors.
- Faculty have award-winning backgrounds in social impact and community-based work addressing complex problems.

## Professional opportunities

This degree program provides graduates with strong skills and perspectives in areas related to complex issues for the public good. The job market needs designers with strong training in collaboration, strategic thinking, design research methods and social innovation. With an MDes degree in Integrative Design graduates are employable across all types of sectors (online business, manufacturing, finance, healthcare, government, customer care, media, consulting, and more) in positions like content strategist, innovation lab manager, design thinking facilitator, brand manager, experience designer, digital product manager, digital product developer, presentation specialist, creative director and design researcher.



*"As an employer we are looking for people that really understand how to be collaborative and solve problems — not just execute an assignment. Graduates need to be adaptive and most importantly, be innovative."*

*— Steve Hanson (BGSU '75), President/CEO, Hanson Inc.*

## Admission requirements

Admission to the MDes in Integrative Design requires a four-year undergraduate degree from a regionally accredited institution with a minimum 2.75 GPA. Applicants are required to submit scanned copies of official transcripts from all institutions attended. Upon admission, final official transcripts from each degree granting institution must be submitted. Applicants are not required to submit official scores from the Graduate Record Exam (GRE).

Candidates will also submit a letter of intent, digital portfolio consisting of 10-15 recent works/examples/contributions, resume, and three letters of recommendation denoting competencies in creative thinking, problem-solving and leadership skill sets. The letter of intent should draw a correlation between applicants work, thinking and processes to illuminate their ability to develop creative work through visual and critical research and the motivation to explore and experiment while focusing on their studies.

It is recognized that students will enter the program with different experiences and backgrounds. Some, without previous professional design work experience or an undergraduate degree in design, may need to complete additional coursework prior to or shortly after entering the program. Prerequisite coursework includes experience in visual design courses with technical proficiency in the Adobe Software. Students lacking this background will need to take courses before beginning the program and will be counseled through process.

International applicants are also required to submit scores from the International English Language Testing System (IELTS), the Pearson Test of English Academic (PTEA), or the Test of English as a Foreign Language (TOEFL). Successful completion of ELS 112 will also be accepted for this requirement.

## Cost of tuition

Please refer to [www.bgsu.edu/offices/bursar](http://www.bgsu.edu/offices/bursar) for current information on tuition and fees.

## Financial assistance

Domestic students enrolled in four (4) or more credit hours are eligible to apply for financial aid using the Free Application for Federal Student Aid (FAFSA) to calculate student contribution and financial need. You may apply online at [www.fafsa.ed.gov](http://www.fafsa.ed.gov).

## Curriculum

### Integrative Design Studio Core

- DSGN 5020 Int. Design Studio I & II: Complex Systems and Context & Culture (12)
- DSGN 6020 Int. Design Studio III & IV: Int. Strategies and Theory & Implem (12)
- DSGN 6050 Collaborative Design Studio I and II: Social Innovation (12)

### Integrative Design Research Core

- DSGN 5000 Design Research & Methods (3)
- DSGN 5010 Graphic Design History & Integrative Models (3)
- DSGN 5015 Design for Social Impact (3)

### Integrative Design Thesis Project

- DSGN 6130 Exhibition Project & Oral Defense (3)

### Electives (12 credit hours) Choose from\*:

- ART 6930 Pedagogy & Research Studio
- ARTH 6030 Seminar in American Culture Studies
- ARTH 5650 Critical Issues in Art and Technologies
- ARTH 5690 Critical Issues in Modern and Contemporary Art
- ART 6010 Contextualizing Practice and Research
- ARTC 5000 Special Topics in Digital Arts
- ARTC 5030 Digital Art Development
- ARTC 5410 Collaborative Multimedia Development
- ARTE 6010 Perspectives in Visual Arts Education
- ETHN 6200 Theories of Race Relations, Ethnicity and Multiculturalism
- ETHN 6400 Women and Globalization
- ETHN 6500 Sexuality, Race and Nation
- MBA 6080 or MBA6080P\* Leading for Organizational Development (\*extra fee)
- MBA 6100 Challenges and Responses of the Global Firm
- MC 5610 Audience Research
- MC 5670 Gender, Media and Culture
- POLS 5040 20th Century Political Thought
- POLS 5600 Law and Society
- POLS 5430 Mass Media and Politics
- POPC 6610 International Popular Culture
- POPC 6660 Television as Popular Culture
- SOC 5200 Techniques of Demographic Analysis
- WS 6800 Topics in Women's Studies

\* other interdisciplinary and/or face-to-face electives can be proposed by the student as substitution to the above list.

## How to apply

Visit the BGSU Graduate College website at [www.bgsu.edu/graduate/admissions](http://www.bgsu.edu/graduate/admissions).

**Fall application deadline: March 1 at midnight ET.**