Design as a profession is evolving from a product-based practice of the industrial age to a process-driven practice in the information age centered on strategic issues of business transformation and social change. Designers no longer merely create new products and places, but are increasingly engaged in developing new ways of working, leading, and envisioning the world. This evolution heralds a call for new studies in design that cross disciplinary boundaries to fuse leadership skills with expertise in creative problem-solving.

The study of Design Leadership explores the potential of design as a transformative force in business and society by examining the intersection of leadership practice with design strategy. This research focus evolves our understanding of design beyond material artifact towards an understanding of design as a tool for social change. Research is approached from a whole systems perspective – as part of an interrelated system of people, process, product, and place. The goal is to reveal the intangible qualities of design, the social values behind design decisions, and the nuances of design process particularly as they engage leadership strategy and impact decision-making. DEA Faculty are exploring a variety of leadership issues including designing for corporate social responsibility, sustainable business practice, environmental sustainability, cultural diversity, gender equity, and social justice.

Recent studies have focused on how various leaders use design process and the designed environment to communicate vision and social mission, how values-led entrepreneurs use design as a competitive edge, identifying the inherent creative tensions in new leadership paradigms, integrating leadership development into design education, and integrating design thinking into the business curriculum.

CAREERS

With this specialization graduates are uniquely prepared for professional practice in the strategic design, planning, and programming departments of leading design firms. Students studying Design Leadership become conversant in a variety of social and strategic issues that impact brand management, human resources, and sustainable business practices. Many apply newly acquired expertise in strategic consulting firms, brand management firms, or personal start-ups. A number of students pursue advanced studies in business.

M.A. REQUIREMENTS

| DEA field courses required or recommended: | |
| DEA 1110 Making a Difference By Design | Recommended 3 credits (audit) |
| DEA 1200 Art+Science: Sustainability, Multiculturalism, and Transdisciplinarity | Recommended 3 credits (audit) |
| DEA 1500 Introduction Environmental Psychology | Recommended 3 credits (audit) |
| DEA 6100 Studies in Design Thinking | Required 3 credits |
| DEA 6200 Studies in Human-Environment Relations | Required 3 credits |
| DEA 7100 DEA Graduate Pro Seminar | Required *1 credit (*each semester) |

Research & Design Methods courses: (choose 2: 1 research method and 1 design method)

| DEA 6500 Problem-Seeking through Programming (design methods) | 4 credits |
| EDUC 6940 Case Study Methodology: Designs, Methods & Inferences (research methods) | 3 credits |
| DEA 6560 Research Methods in Social Sciences (research methods) | 4 credits |
Various Qualitative Methods (research methods) 4 credits
PAM 6040 Qualitative, Survey/Mixed Method Approaches (research methods) 3 credits

**Behavior & social responsibility courses:** (choose 1 course)

DEA 4220 Ecological Literacy and Design 3 credits
DEA 6510 Ergonomics-Anthropometrics 4 credits
DEA 6520 The Ambient Environment 4 credits
DEA 6550 Healthcare Innovations 3 credits
DEA 6610 Environments & Health 3 credits

**Behavior & social responsibility courses:** (choose 1 course)

DEA 4210 Interactive and Adaptive Environments 4 credits
DEA 5540 Workplace Strategies Studio 4 credits
DEA 6000 Special Problems for Grads (project-based) varies

**History, Theory & Criticism course:**

Various Architectural/Art History/Anthropology 4 credits

**Thesis course:**

DEA 8990 Master’s Thesis 8-12 credits

**Summary of Curriculum**

<table>
<thead>
<tr>
<th>Course Type</th>
<th>Number of Courses</th>
<th>Total Credits</th>
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<tr>
<td><strong>Required DEA field courses</strong></td>
<td>6</td>
<td>10 (6 +1/ semester)</td>
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<td><strong>Required Courses</strong></td>
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<td>7-8</td>
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<tr>
<td><strong>Research &amp; Design Methods Required Courses</strong></td>
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<td>7-8</td>
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<td><strong>Behavior &amp; Social Responsibility Courses</strong></td>
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<td><strong>Studio-based Courses</strong></td>
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<tr>
<td><strong>History, Theory &amp; Criticism Course</strong></td>
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<tr>
<td>**Master’s Thesis **</td>
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<td>8-12</td>
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<tr>
<td><strong>Additional Courses (if not TA)</strong></td>
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<td>3-9</td>
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**Total Courses: 17-20**

**Total Credits: 46-59**

*Thesis credits are determined at the discretion of the thesis committee; the number of courses and credits listed merely indicate typical range.

**NOTE:** A minimum grade of B- is required for courses taken within the major.

**SUGGESTED COURSEWORK**

In addition to the MA requirements listed, the following courses count towards the 12-15 credits in the research specialization. For **Design Leadership**, students are required to build a competency in leadership studies (5-6 cr), issues of corporate social responsibility (2 cr) and creative problem-solving (5-6 cr and the studio requirement fulfill this). Courses are selected in consultation with your graduate thesis chair and committee. Suggested courses vary considerably and students are encouraged to identify courses in addition to those listed that will enhance their focus of study.

**Required Courses:**

**Leadership Studies: Choose 2 (5-6 credit minimum)**

AEM 3340 Women, Leadership and Entrepreneurship Fall* 1 credit
HADM 4150 Managerial Leadership in the 21st Century Spring* 1 credit
ILROB 4230 Leadership in Organizations Fall/Spring 4 credits
ILRHR 6600 HR Leadership: View from the Top Fall 4 credits
ILROB 7280 Theories and Motivations of Leadership Spring* 4 credits
NBA 6680 Leading Teams and Organizations Fall* 1.5 credits
NBA 6700 Become a Leader Fall* 1.5 credits

**Issues of Corporate Social Responsibility: Choose 2 (2 credit minimum)**

NBA 5190 Sustainability as a Driver for Innovation in the Entrepreneurial Organization Spring* 1 credit
NBA 6030 Sustainable Global Enterprise Spring* 1.5 credits

* denotes half-term or mini-course

**Suggested Electives:** (including any of those listed above)

AEM 1200 Introduction to Business Management Fall Audit

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M.A. Design                                Effective Fall 2017
Concentration – Interior Design            Page 2 of 3
Area of Study – Design Leadership          Revised 8/1/17
<table>
<thead>
<tr>
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<tr>
<td>AEM 1210</td>
<td>Entrepreneurship Speaker Series</td>
<td>Fall</td>
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<tr>
<td>AEM 2200</td>
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<td>ILRHR 4640</td>
<td>Business Strategy</td>
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1 ANTHR 6401  Material Theory I: Landscape and Place
ANTHR 6402  Material Theory II: Assemblage and Object
ANTHR 6452  Evidence: Ethnography and Historical Method
ARCH 5301  Theories and Analyses of Architecture I
ARCH 5302  Theories and Analyses of Architecture II
ARCH 6305  Theory and Criticism in Architecture
ART 6000  Graduate Seminar: Contemporary Theory and Art
LA 5900  Theoretical Foundations

PMA 6610  Theorizing Media and Performance
PMA 6835  Performance Studies: Theories and Methods