

# Design + ENVIRONMENTAL Analysis

## Our Mission

Committed to innovative research, design, and strategic planning of the built environment to improve people's lives.

## Creating a sustainable and healthy future through design innovation and research

Design and Environmental Analysis (DEA) combines innovative design thinking with insightful design research to understand how the built environment impacts our daily lives. Through multi-disciplinary training in human-centered design, environmental psychology, ergonomics, and facility strategy and management we tackle problems from a systems view – people, process, and place – to create strategic, sustainable, and healthy futures by design.

## Program Highlights

- Design Strategy
- Sustainable Futures
- Health & Well-Being

## Program Strengths

- **Studio-based** training in creative process and innovation
- **Research-based** training for understanding human-centered design
- **Liberal Arts** foundation for intellectual breadth to inform design process, thinking, and decision-making

## Design is about making things happen, not just making things.

Good design requires knowledge and imagination; it emanates from a well-rounded education grounded in the social sciences and the design arts. We believe good design is a force for social change – and we see our DEA students as future change agents.

DEA students explore human-centered design + analysis on multiple levels – people, process, and place – with the goal to create strategic, healthy, and sustainable futures by design.

**People.** Good design responds to human need. It is socially responsible, responsive, and ambitious. Through scholarly and effective listening good designers transform problems into opportunities for people to live and perform optimally. Our students study

human-centered design, a focus that crosses design disciplines by placing human experience and engagement at the center of creative problem-solving.

**Process.** DEA blends studio-based training with scholarly research to inform creative process. This dual focus gives students a unique foundation for practice because they understand design from a systems perspective – individual needs in the context of broader social, technical, and global influences.

**Place.** DEA students learn that ‘place’ represents a continuum of experience that crosses multiple design disciplines and scales. For example, graphic, interior, and product design express values and choreograph behaviors; ergonomics, facility planning, and interface design manage interactions with users and technology; and policy and community

## Design + Analysis

A unique blend of creative exploration and analytical rigor which develops innovative and effective professionals.

- Design Thinking | Analytical Thinking
- Design Methods | Research Methods
- Problem Seeking | Problem Solving
- Exploration | Research
- Visual | Verbal Communication
- Introspection | Outreach
- Theory | Application
- Precedent | Invention

## Requirements in the Major

### Foundation Courses (15 Credits)

- Making a Difference by Design
- Introduction to Environmental Psychology
- Career Explorations
- Design Graphics and Visualization
- Visual Literacy and Design Studio

### Core Courses (16 Credits)

- Problem-Seeking through Programming
- History of Design Futures
- Human Centered Design Methods
- Research Methods
- Professional Practice, Ethics, Entrepreneurship
- Professional Communication and Portfolio

### Theme Focus Courses (30-36 Credits)

Selection of 2000-4000 level DEA lecture and studio courses

### Electives (24+ Credits)

Choice of campus-wide courses

## Selected Graduates

### Design Strategy

- Strategic Planner**, IA Interior Architects
- Creative Strategist**, Facebook
- Store Planner**, Louis Vuitton
- Workplace Strategist**, Gensler
- Hospitality Designer**, Tony Chi + Associates
- Interior Designer**, STUDIOS Architecture
- Workplace Planner**, Google
- Design Strategist**, Continuum
- Analyst**, Deloitte Consulting
- Research Fellow**, Herman Miller Inc.

### Sustainable Futures

- LEED-Certified Designer**, Leo A. Daly
- Development Coordinator**, Urban Green Council
- Facility Planner**, Perkins+Will
- Sustainability Designer**, HOK Architects
- Event Planner**, U.S. Green Building Council
- Lighting Designer**, Theo Kondos and Associates
- Entrepreneur**, Agrowculture
- Sustainability Consultant**, Cosentini Construction
- Researcher**, Clean Energy Business Council

### Health + Well-Being

- Ergonomics Designer**, Apple
- Space Analyst**, Brigham and Women's Hospital
- Physician**, Clinical Research for Medical Devices
- UX Designer/Ergonomist**, Cleveland Clinic
- Ergonomist**, Humanscale
- Product Designer**, IDEO
- Interaction Designer**, Palm
- Usability Specialist**, MedCareers.com
- Healthcare Designer**, CAMA Inc.

design address larger issues of stakeholder engagement. These levels work in concert to create the built environment.

## Curriculum

DEA offers an integrative and flexible curriculum that is student-centric. Students complete common foundation courses and then build expertise within a focus area utilizing electives from the broad course offerings within Human Ecology and across Cornell to support their individual goals. Students can also elect to complete a minor, honors thesis, or pursue an off-campus study experience.

The curriculum is organized around the following three primary themes:

### Design Strategy

- Brand identity and positioning
- Creative design process and methods
- Design with digital media
- Human-centered design
- Interactive and adaptable environments
- Strategic business planning
- User experience design
- Workplace strategy

### Sustainable Futures

- Green ergonomics
- Life-cycle evaluation and LEED
- Regenerative and resilient design
- Sustainable building
- Sustainable materials and processes
- Triple bottom line: E3

### Health and Well-Being

- Assistive technologies
- Design across the life-course
- Design for human potential
- Environmental justice
- Human health and wellness
- Healing and healthcare design
- Inclusive design
- Understanding environmental stressors

Students develop expertise in their chosen area and interface with students and faculty who have expertise in the other two areas through collaborative studios and interdisciplinary project teams. Working with faculty from a broad range of disciplines, they combine academic course work, field experience, and applied research to solve problems. DEA students also take advantage of

multiple international exchange study opportunities.

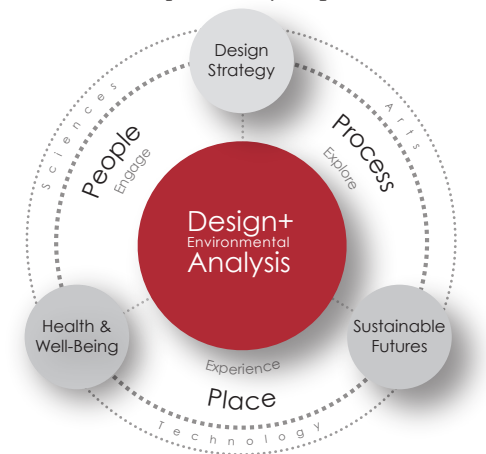
## Facilities

Students learn in the classroom but also through hands-on experiential learning, building, and making. Students have access to excellent studio space, research labs, computer facilities, and fabrication shops including 3-D printing, laser cutters, and assembly space.

## Careers

DEA students and alumni are part designer, psychologist, researcher, and business strategist. The breadth and depth of their unique education coupled with their practical experiences result in careers that span a range of professional opportunities. Many also pursue advanced degrees including a 4+1 fast track Masters degree through the department for qualified DEA undergraduates. Visit the department website for more information.

Graduates of the program are highly sought after and valued for their intellectual range, their systems approach to problem solving, and their strong analytical skills. They are collaborative and responsive leaders who bring innovation and social responsibility to practice.



## For More Information

[www.human.cornell.edu/dea](http://www.human.cornell.edu/dea)

Office of Undergraduate Admissions  
College of Human Ecology  
Cornell University  
170 Martha Van Rensselaer Hall  
Ithaca, NY 14853-4401

Tel: 607.255.5471 | Fax: 607.255.2293

E-mail: [humec\\_admissions@cornell.edu](mailto:humec_admissions@cornell.edu)

[www.human.cornell.edu/admissions](http://www.human.cornell.edu/admissions)

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