Illinois Institute of Technology
Institute of Design

March 2021

ID What is Design?

	Science / Engineering	Design	Humanities / Art
Phenomenon of study	The natural world	The man-made world	The human experience
Central methods	Controlled experiment, classification, analysis	Modeling, pattern-formation, synthesis	Analogy, metaphor, criticism, evaluation
Values	Objectivity, rationality, neutrality, and a concern for ‘truth’	Practicality, ingenuity, empathy, and a concern for ‘appropriateness’	Subjectivity, imagination, commitment, and a concern for ‘justice’

Nigel Cross (1982) Designerly Ways of Knowing

Types of Design

Design is

an… -

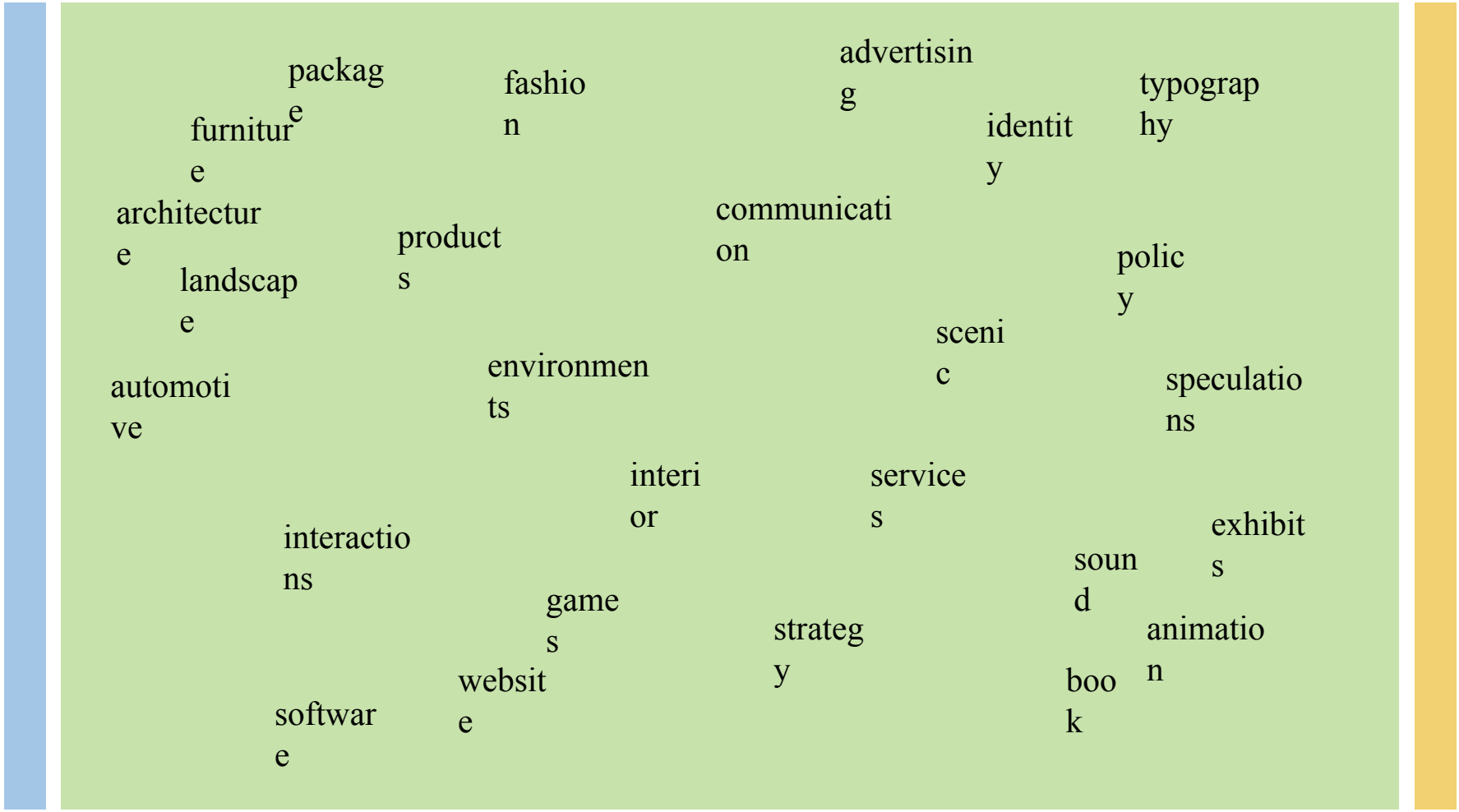
attribute

- outcome

- artifact

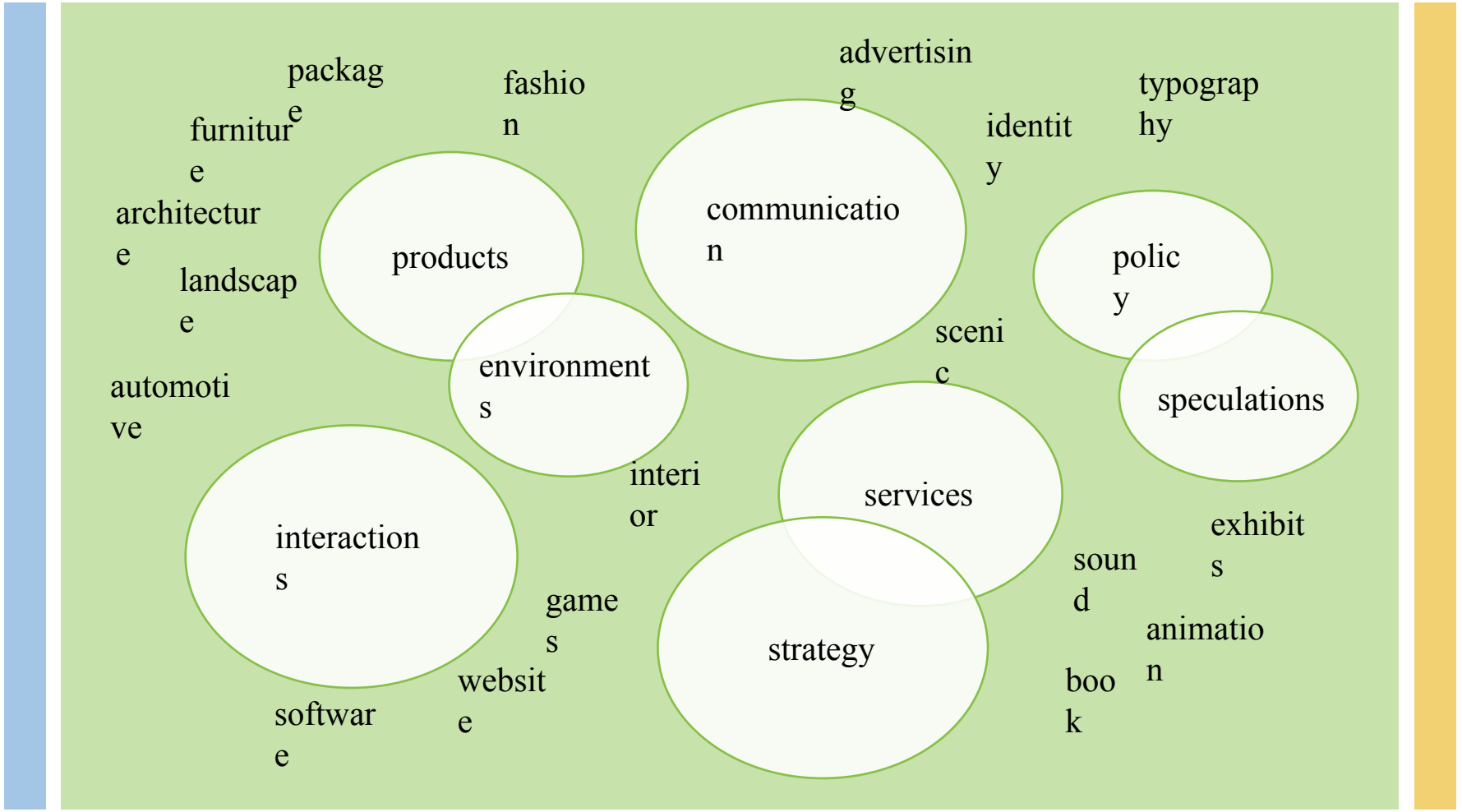
- activity

- profession

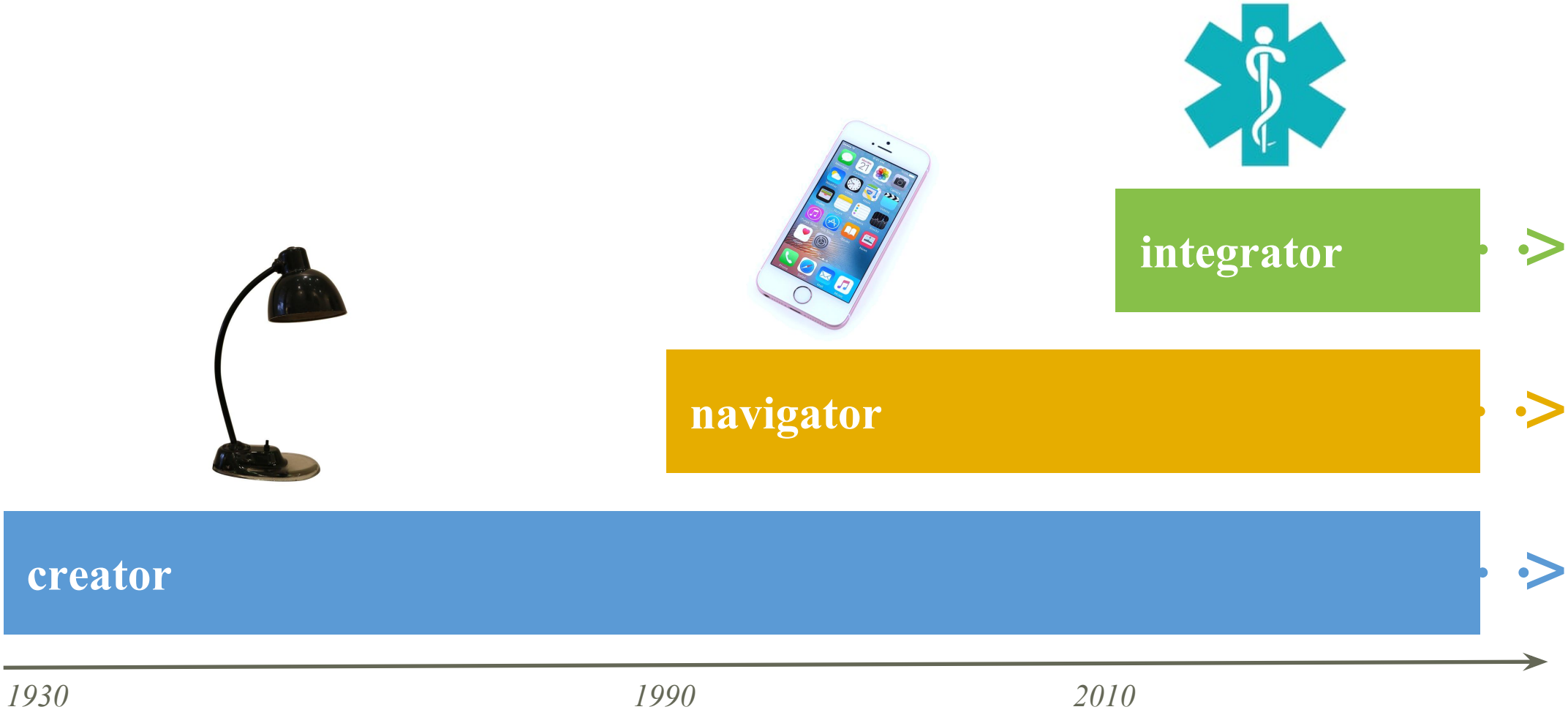


Types of Design

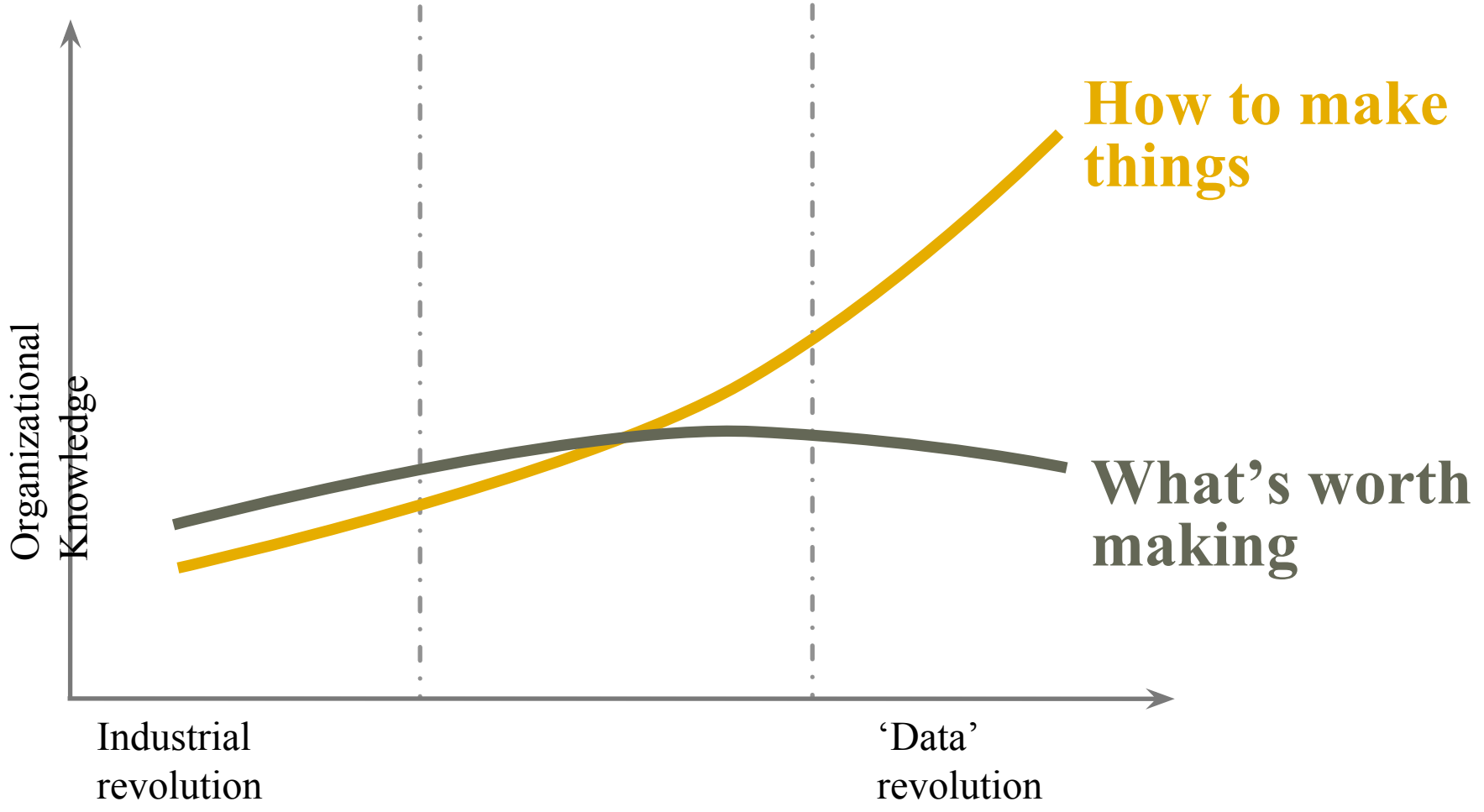
From artifacts and objects to forms of human interaction



The Expanding Role of Designers

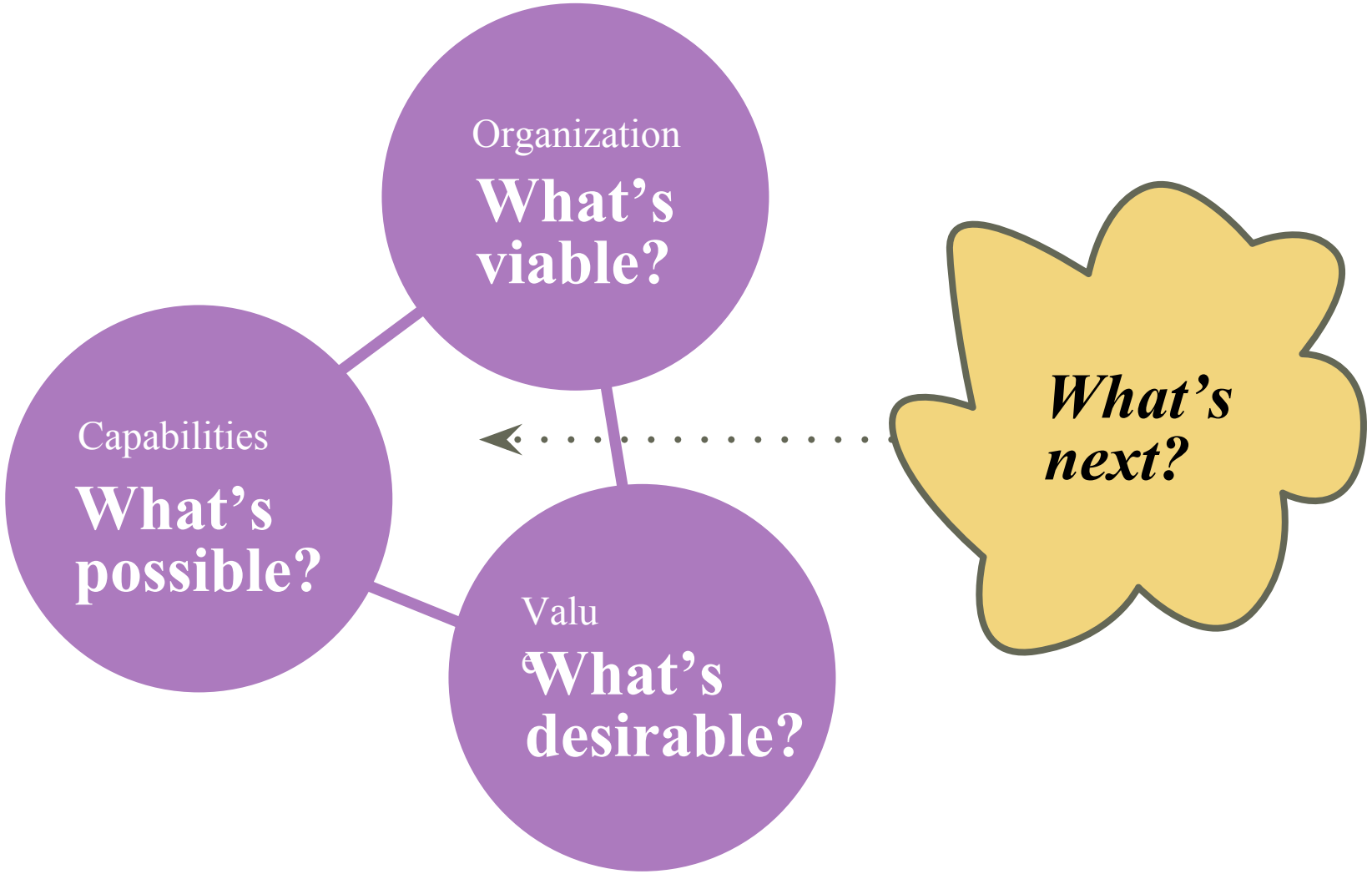


The Innovation Gap



Patrick Whitney

The Changing Role of Design



ID Institute of Design

Founded as The New Bauhaus in 1937

Graduate school of Illinois Institute of Technology (IIT)

Largest graduate-only design program in US

First PhD in Design in the US

ID Programs

Master of Design – *4 semesters (5 with Foundation)*

Master of Design / MBA – *5 semesters*

Master of Design / Master Public Policy – *5 semesters*

Master of Design Methods – *2 semesters (full-time)*

PhD in Design – *6 semesters*

ID MDes Structure

ENTRY (ORIENTATION)

- Foundation
- Fundamentals

CORE (BASE THEORY)

- Insight Development
- Human Advocacy
- Prototyping
- Critique & Assessment
- Systems Thinking
- Leadership & Mediation

CONCENTRATION (APPLICATION)

- Stakeholder Research
- Communication &
- Interaction Design
- Physical + Digital UX
- Physical Design
- Systems & Innovation
- Services Design
- Enterprise Management
- Collaborative Design
- Emerging Technology

ADVANCED

- Faculty Research
- Independent Projects
- Externships
- Practicums

ID Master of Design Methods

Human-centered Design

Fundamental philosophy and principles of modern user- centered design practice

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Product Management

Cross-functional Collaboration

Methods and practices of interdisciplinary collaboration and innovation

+

Business Management and Leadership

Design's contribution to both established organization and entrepreneurial contexts

Experience Planning

Service + Systems Innovation

Best practices and techniques to foster innovation within teams and organizations

+

Data + Design

An introduction to data-oriented issues and emerging techniques in design

Social Innovation

Civic Systems

Emerging design practices targeted at addressing socially oriented challenges

+

Business Management and Leadership

Design's contribution to both established organization and entrepreneurial contexts

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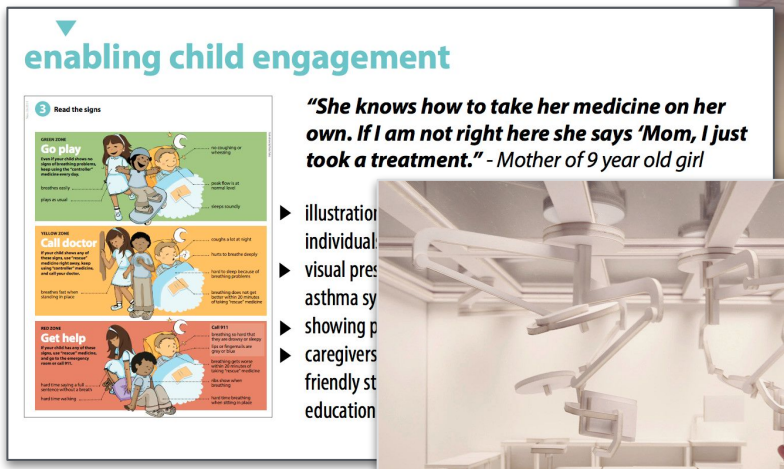
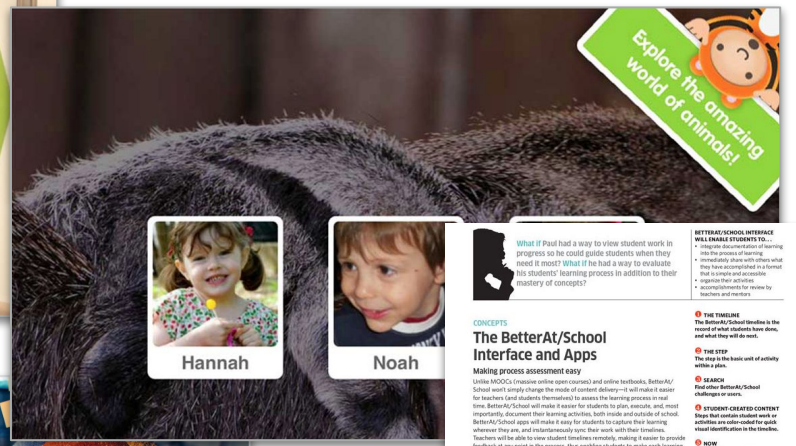
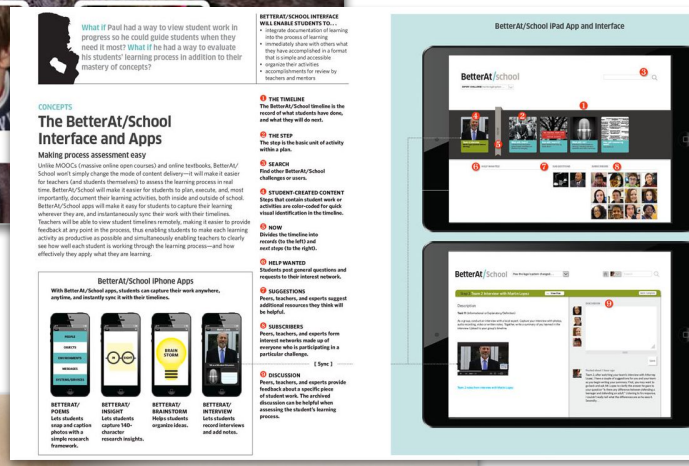
Capstone

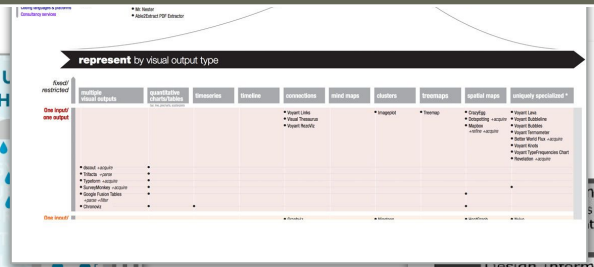
Independent project

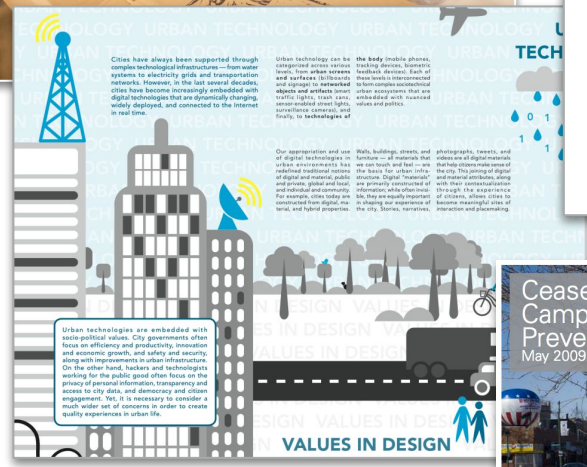


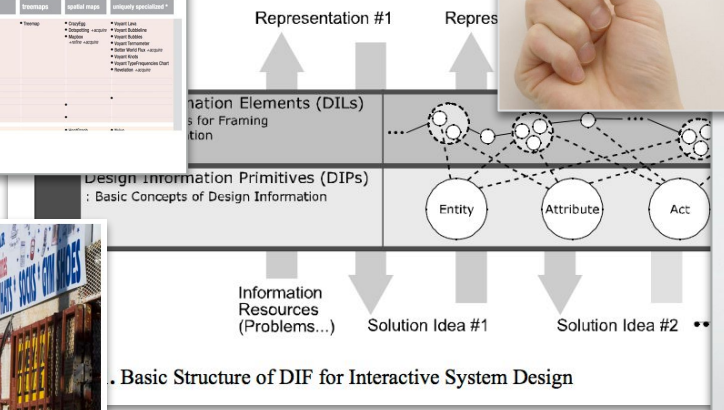


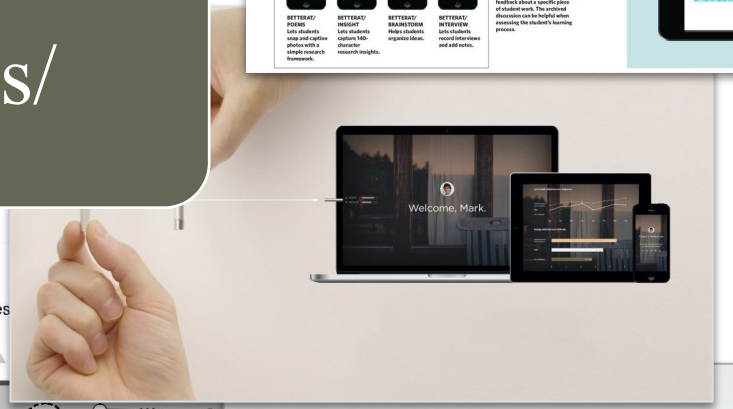


https://id.iit.edu/projects/









ID Beyond Classes…

Professional/Academic conferences

Action Lab, Faculty research projects

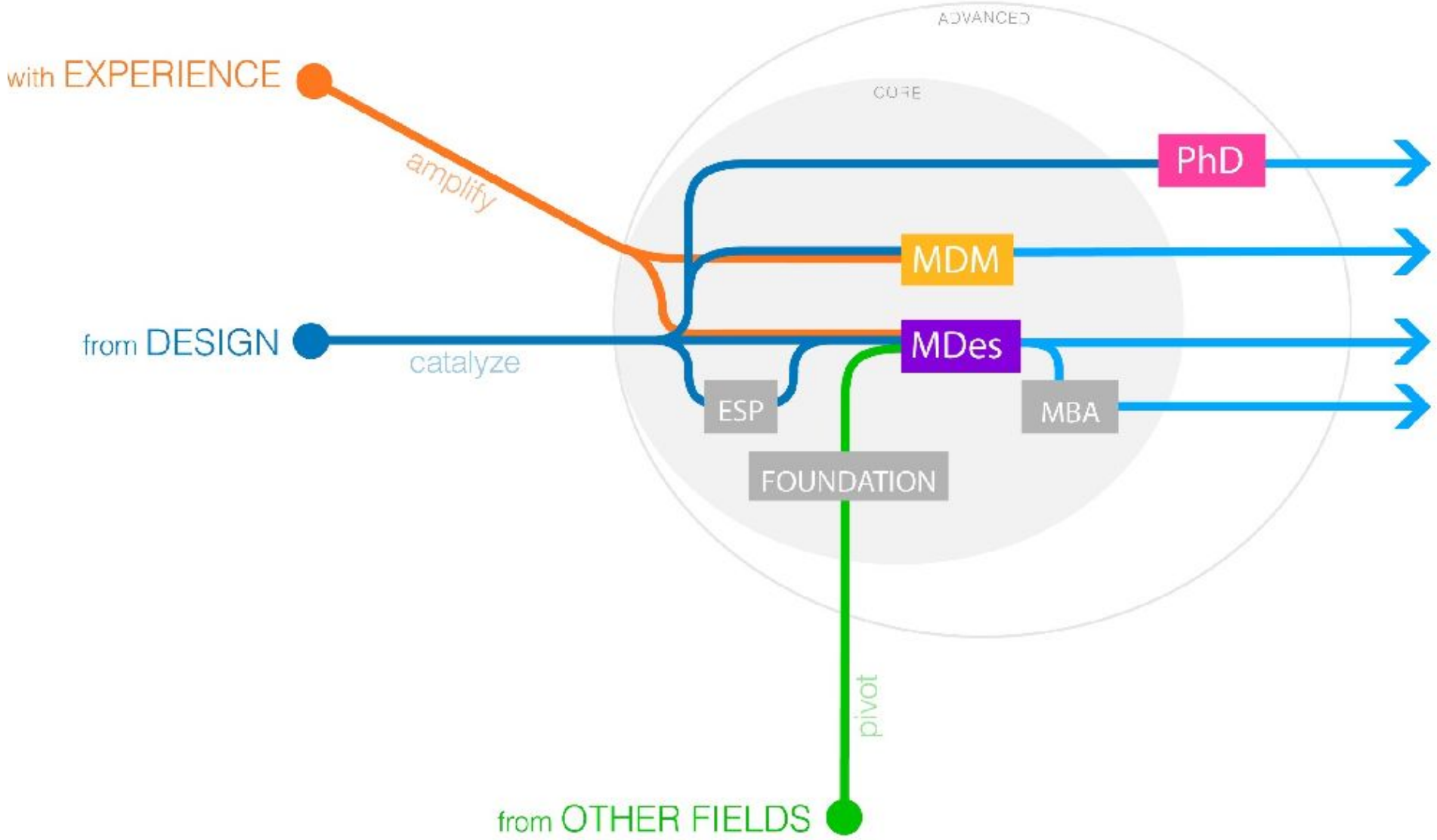
Corporate-sponsored projects

Student activity groups (IDSA)

CareerID, Internships, Externships

End-of-Year show

ID Pathways and Programs



ID Why Study Design at ID

Design sits naturally at a nexus point. That's why at ID, we integrate other disciplines and domains—**psychology, sociology, economics, computer science, architecture, engineering**—into our studies. And that's why we encourage a vast array of professionals to pursue graduate study in design.

ID Diverse and Mature Students

Backgrounds

- Mechanical Engineering
- Philosophy
- Humanities
- Fine Arts
- English Literature
- Economics and Finance
- Architecture
- Business Consulting
- Non-for-profit Management
- Industrial Design
- Interaction Design
- Communication Design
- Marketing
- Education
- Computer Science

Nationalities

- China
- India
- Korea
- Japan
- Canada
- Brazil
- Mexico
- Taiwan
- Colombia
- Australia
- Sweden
- Ghana
- Poland
- United States

Paths/Passions

- Social policy / innovation
- Corporate strategy
- Product development
- Healthcare experiences
- Venture capitalism
- Brand storytelling
- Social media services
- Entrepreneurship
- Information services
- User research
- Innovation development
- Interaction strategies
- Service designs
- Educational tools
- Communication design

ID Shared Values

Learning through **making**

Comfort with ambiguity through **experience**

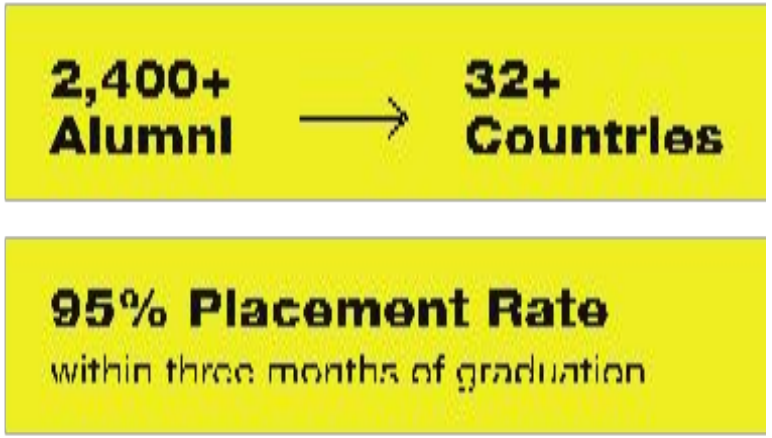
Rigor & discipline through **methods**

Empathy through inspired **curiosity**

Insight & leadership through **collaboration**

ID Graduate Outcomes

Our graduates create ideas, products, solutions that are not only new and original, but also effective and scalable in a variety of industries. And our humanistic approach makes social innovation and civic design a natural fit for our graduates, whose placement in the public and nonprofit sector increases every year.



For more information, please contact Krista Roble (kroble@id.iit.edu) or visit **id.iit.edu**

March 2021