

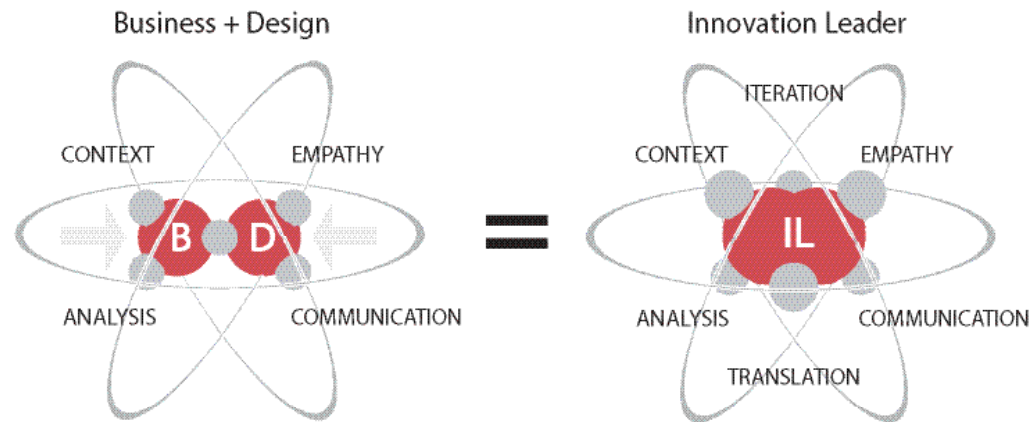


DESIGN INNOVATION

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MDES PROGRAM COURSES

MASTER OF DESIGN (MDES) DESIGN INNOVATION - 60 CREDITS



CURRICULUM

The MDes curriculum applies a human-centric, holistic, and iterative approach to blending design and business thinking. Classes are co-taught by design and business professors in a fully integrated, collaborative teaching model. The program is one of the only hybrid design and business programs offered by an art and design college. The MDes curriculum at MassArt consists of approximately 60% design and 40% business content. The program was established to bring quantitative business metrics to the designer's qualitative problem solving process within the context of an art and design college, as opposed to a business school bringing design thinking into its structure.

FIRST YEAR

FALL		16 TOTAL
MDES 601	Experience Design Lab I	3
MDES 602	Storytelling + UX Design	3
MDES 603	Design Innovation Lab	3
MDES 604	Financial + Managerial Accounting for Designers	3
MDES 605	Offsite Team Building Retreat	1
	Open Studio Elective	3

SPRING		15 TOTAL
MDES 611	Experience Design Lab II	3
MDES 612	Integration Lab A	3
MDES 613	Business Models + Stakeholders	3
MDES 614	Brand Development - Service Design	3
	Open Studio Elective	3

SECOND YEAR

FALL		16 TOTAL
MDES 701	Market Insight Lab	3
MDES 702	Integration Lab B	3
MDES 703	Thesis Project I	3
MDES 704	Business Plan "Sustainability"	3
MDES 705	Offsite Team Building Retreat	1
	Open Studio Elective	3

SPRING		13 TOTAL
MDES 711	Leadership Design Lab	3
MDES 712	Integration Lab C	3
MDES 713	Thesis Project II	3
MDES 714	Organizational Behavior	3
MDES 715	Thesis Defense	1