COLLEGE OF FINE ARTS: SCHOOL OF DESIGN

The College of Fine Arts is a community of nationally and internationally recognized artists and professionals organized into five schools: architecture, art, design, drama and music, and its associated centers and programs.

Carnegie Mellon's School of Design is one of the oldest and most respected programs in North America, with a rich history in Product (Industrial) Design, Communication (Graphic) Design, Interaction and Service Design. It's one of the only leading programs to offer design degrees at the undergraduate, graduate and doctoral levels within a multidisciplinary, multicultural research university.

Uniquely positioned within an internationally ranked tier-one research university, the School of Design and its students truly meet at the intersection of the arts and technology everyday. Our graduates are qualified to secure top positions today, but will also be poised to become the design leaders of tomorrow as organizations look for new and more responsible ways of working.
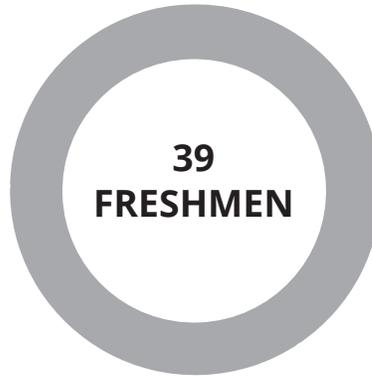
PROGRAMS

School of Design
Bachelor of Design
 Products
 Communications
 Environments

Intercollege Degrees
Bachelor of Humanities and Arts
Bachelor of Science and Arts
Bachelor of Computer Science and Arts

FRESHMAN STUDENTS

39 FRESHMEN

Design Admitted Student Statistics

SATCR*	SATM*	SATWR*	ACTE	ACTM	ACTC
640-720	660-750	660-740	31	30	31

*Middle 50% range

Sample of Freshman Courses

> Studio: Survey of Design
> Visualizing
> Placing
> Design Lab: Products, Communications, Environments
> Collaborative Visualizing
> Systems
> Psychology
> Global Histories
> Photo Design

We develop and design products, artifacts, environments, systems and services that support and enhance the quality of human interactions.
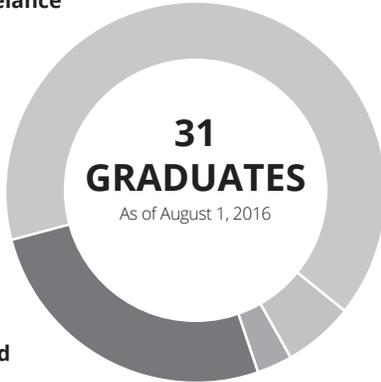
FACULTY

Notable Faculty

> Bruce Hanington, associate professor and director of graduate studies for the MDes, MPS and MA programs, has presented papers on human-centered design and design for human experience at national and international conferences on design. **Bruce is co-author of the book Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions**.

> Stacie Rohrbach, associate professor, teaches studio- and seminar-based communication design courses at all levels of the undergraduate and graduate curriculum. Her research investigates the ways people perceive and process information and how their ability to learn may be improved by translating complex, abstract information into concrete, experiential forms.

> Mark Baskinger, associate professor and director of the Freshman Program, **won numerous design awards from i-D magazine and the Industrial Designers Society of America (IDSA)**. He recently co-authored Drawing Ideas: A Hand-Drawn Approach for Better Design and edited and designed ID80: Celebrating 80 Years of Industrial Design Education at Carnegie Mellon.

> Kristin Hughes, associate professor, is working on **Fitwits, a collaborative research project of the School of Design and UPMC Saint Margaret Family Health Centers.** Hughes has helped develop interdisciplinary courses that blend design with informal learning, cognitive psychology, and more recently, public policy.

> Terry Irwin, head of the School of Design, has been a practicing designer for more than 40 years and was **one of the founding partners of MetaDesign**. As head, Irwin oversaw the launch of a brand new design curriculum in 2014.

Carnegie Mellon University

GRADUATE SUCCESS

Employed and Freelance
65%

Plans Pending
6%

31 GRADUATES
As of August 1, 2016

Not Reported
26%

Grad School
3%

Top Employers

Apple · IBM · Microsoft · facebook · Google · Pinterest

Recent Alumni Experiences

Daniel Ho Kim (BDes 2016) studied communication design and is now a **UX designer at Microsoft**.

Mackenzie Dunn (BDes 2016) studied communication design and is now an associate **digital designer at American Eagle Outfitters**.

David Power (BDes 2016) studied industrial design and is now a **development vehicle operator at Uber**.

Lauren Goldstein (BDes 2016) studied industrial design and is now a **software designer at IBM**.

Rachel Ciavarella (BDes 2016) studied industrial design and is now a **UI designer at Apple**.

Student Startups

> **Paytango is** a payment system that identifies users by their fingerprints. It takes 20 seconds to register and at subsequent visits, users can simply touch the screen to call up their card. Information Systems 2013 grads Brian Groudan, Umang Patel, Christian Reyes and Design 2013 grad Kelly Lau-Kee co-founded PayTango, which was named by Inc. Magazine as one of America's 12 "Coolest College Startups" for 2013.

BRAGS

Project Aura
The brainchild of Ethan Frier and Jonathan Ota, industrial design students, addressed the issue of nighttime cycling accidents with an idea and a Small Undergraduate Research Grant (SURG). Project Aura is a bike safety lighting system. The self-powered, rim-mounted LEDs change colors based on how fast you ride.

Design Students Win Microsoft Firenze Competition
Four design students won Microsoft's Firenze BXT (Business, Experience, Technology) competition. The competition centered around working in multidisciplinary teams asked to innovate around a prompt.

Team Tartanium Wins Facebook Hackathon
Design students competed on Team Tartanium at the Facebook Global Hackathon where they developed a website called Onreel, which allows users to track developing stories around the world in real time, through videos taken by direct witnesses.

Among the top 75 designers in the U.S.:
- Albert Yih (A 2011) Wieden+Kennedy
- Vivian Wang (A 2011) Facebook
- Justin Edmund (A 2011) Pinterest
- Julius Tarng (A 2011) Branch
- David Yen (A 2011) Yore
- Sabrina Majeed (A 2010) Venmo

DID YOU KNOW

1. All design students have **24-hour access to a studio with a dedicated workspace**. We encourage our students to explore design in a collaborative and interdisciplinary context.

2. **Popular student groups** include: American Institute of Graphic Arts (AIGA), Industrial Designers Society of America (IDSA) and the Design League.

3. **All design students have one general academic advisor: the assistant head of the school.** Students are also encouraged to seek out design faculty for course specific advising.

4. Design students study how to **design products, communications and environments for transition to more sustainable futures**.

5. Design students take **30% of their courses outside of the School of Design**.

6. Twenty percent of the junior design class choose to **spend a semester abroad**.

7. Popular minors for design students include **human-computer interaction, psychology, photography, business, foreign language and IDeATe**.

Choose your program
Change the world

cmu.edu/admission

September 2016