

As cognitive scientist Don Norman puts it, design is the practice of “doing and making, creating great products and services that fit human needs.” The new Jacobs Institute for Design Innovation at Berkeley Engineering can give you the tools, teams and hands-on learning to turn creative ideas into solutions that benefit people and communities. You can learn more about the Jacobs Institute at engineeringdesign.berkeley.edu.

IN COLLABORATION WITH
**BERKELEY
ENGINEERING**

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INNOVATIVE DESIGN
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DESIGN@CAL

AN UNDERGRADUATE GUIDE

STUDENT ORGANIZATIONS

3-D MODELING CLUB

Interested in 3-D printing? Take a workshop, join a team project, enter a competition.

facebook.com/ucberkeley3dmodeling

BERKELEY ENGINEERS AND MENTORS (BEAM)

Create hands-on lesson plans and teach them at local K-12 schools.

beam.berkeley.edu

BERKELEY INNOVATION (BI)

Get hands-on experience with the design process, from conducting user research to building and marketing prototypes.

innovation.berkeley.edu

CENTER FOR ENTREPRENEURSHIP & TECHNOLOGY STUDENT ASSOCIATION

Find tools and networks to start your own company. We've actually started businesses.

cetsablog.wordpress.com

CODE THE CHANGE

Use your computer science skills for social good through nonprofit projects.

berkeley.codethechange.org

DECAL

Learn graphic design, the design process, web design and just about anything else in a student-taught course.

decal.org

DESIGN ENGINEERING COLLABORATIVE (DEC)

A student hub for hands-on engineering design. Interdisciplinary projects launch here, every day.

dec.berkeley.edu

DESIGN FOR AMERICA (DFA)

Use human-centered design and creative problem-solving to tackle big community problems.

dfa.berkeley.edu

ENGINEERS WITHOUT BORDERS

We design and implement sustainable engineering solutions in communities that lack access to basic needs.

ewb.berkeley.edu

HACKERS@BERKELEY

Build it, break it, and build it again in workshops on web development, product design and other topics.

hackersatberkeley.com

INNOVATIVE DESIGN

Need a website, video, photo shoot or flyer? Teams of awesome Cal student designers can create it for you.

innod.net

PIONEERS IN ENGINEERING

Every spring, Bay Area high school teams face off in a robotics competition that we craft. We build our own robotics kit for each team, we mentor the teams, we design and build the competition field.

pioneers.berkeley.edu

COMPETITION TEAMS

CAL CONCRETE CANOE

We design, build and race canoes made of concrete. We've won the national title a record five times.

canoe.berkeley.edu

CAL CONSTRUCTION

We tackle a project management challenge in a two-day national competition.

calconstruction.berkeley.edu

CAL SEISMIC DESIGN

We design, analyze and fabricate models to withstand simulated earthquake ground motions.

facebook.com/CalSeismicDesign

CALSMV – SUPER MILEAGE VEHICLE

Think you can get to 1,200 miles per gallon? We design and build hyper-efficient vehicles.

smv.berkeley.edu

CALSOL – UC BERKELEY SOLAR VEHICLE

We design, build and test fully solar powered vehicles and compete in races worldwide.

calsol.berkeley.edu

UC BERKELEY FORMULA SAE TEAM

We design and fabricate small formula-style racecars and compete against other colleges from around the world.

fsae.berkeley.edu

UC BERKELEY HUMAN POWERED VEHICLE

We build aerodynamic recumbent bicycles as an engineering project for the ASME Human Powered Vehicle Competition.

[hvv.berkeley.edu/](https://hpv.berkeley.edu/)

UC BERKELEY IGEN TEAM

In this international synthetic biology competition, we build a genetically engineered machine.

qb3.berkeley.edu/synberc/igem-ucb.html

UC BERKELEY STEEL BRIDGE COMPETITION TEAM

We've won three national trophies, so far, in this contest to design and fabricate the most structurally efficient and cost-effective steel bridge.

ocf.berkeley.edu/~calsteel/

The design ecosystem at Berkeley is a dynamic one, and new projects and teams get launched daily. If you have anything to add to this list, contact bears@berkeley.edu.