

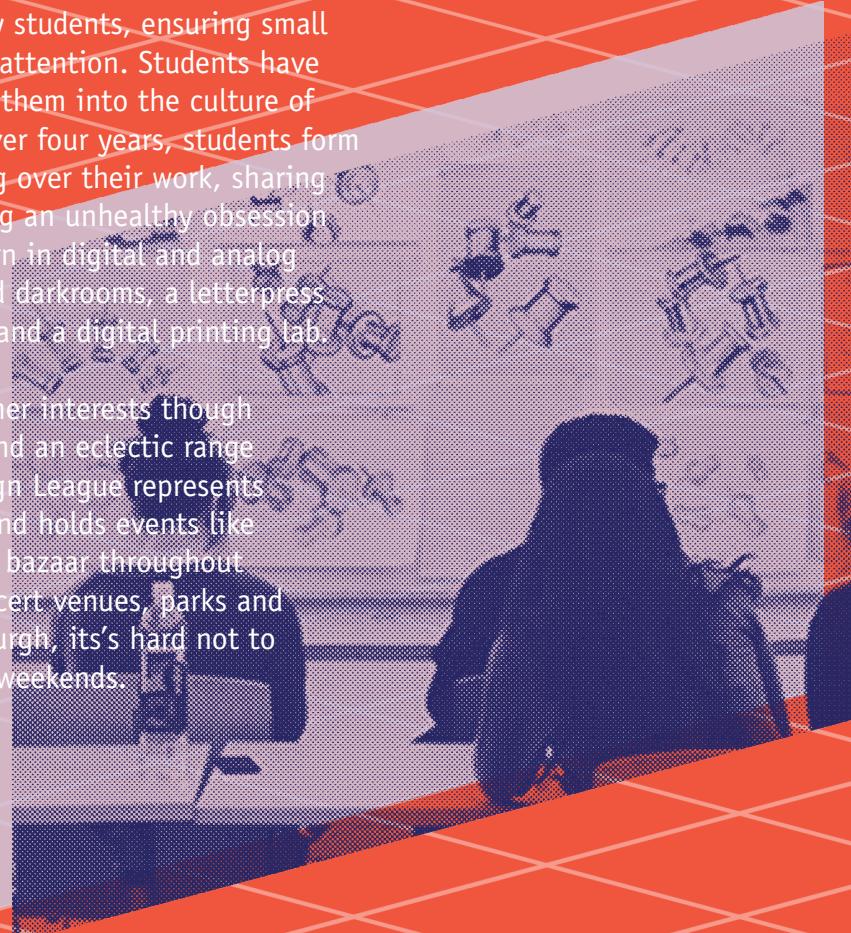
EVERYTHING
IS DESIGNED
FEW THINGS ARE
DESIGNED WELL

BRIAN REED

THE DESIGN LIFE

Each year is comprised of about forty students, ensuring small class sizes and plenty of one on one attention. Students have their own studio space, immersing them into the culture of design and collaborative learning. Over four years, students form a tight community in studio, bonding over their work, sharing constructive critiques, and developing an unhealthy obsession with post it notes. Students also learn in digital and analog prototyping shops, photo studios and darkrooms, a letterpress lab, a state of the art computer lab, and a digital printing lab.

Outside of class, students explore other interests through Greek Life, varsity and club sports, and an eclectic range of student organizations. CMU's Design League represents student chapters of AIGA and IDSA and holds events like Gingerbread Bauhaus and Sun Smash bazaar throughout the year. With various museums, concert venues, parks and restaurants located all around Pittsburgh, it's hard not to find something exciting to do on the weekends.

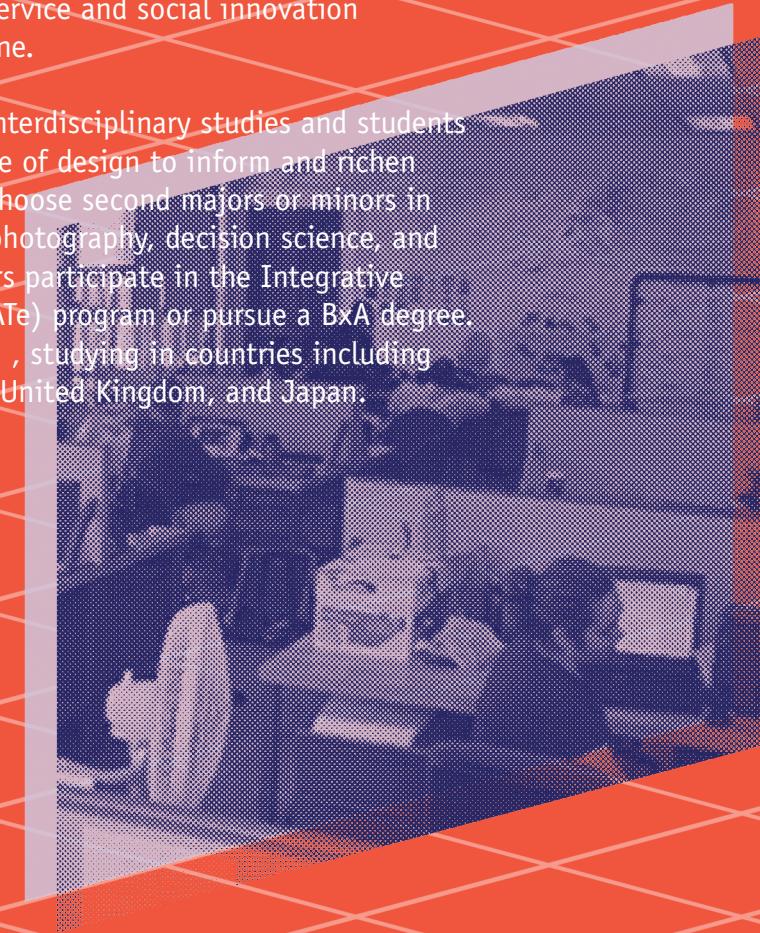


LET'S CHANGE THAT.

TO BE OR NOT TO BE

Freshmen start with immersive foundation studies and gain a wide range of skills such as systems thinking, iterative process, and visualization. Working in two and three dimensional materials and digital media, they begin to explore the three concentrations. Sophomore year, students choose to specialize in one of the three areas or combine two for a unique, interdisciplinary design degree. Junior year is dedicated to further exploration and understanding of their concentration and seniors then bring their disciplinary know how to projects focused on service and social innovation rather than just their main discipline.

The School of Design emphasizes interdisciplinary studies and students are required to take classes outside of design to inform and enrich their design work. Many students choose second majors or minors in a variety of disciplines, including photography, decision science, and human-computer interaction. Others participate in the Integrative Design, Arts, and Technology (IDeATe) program or pursue a BXA degree. Many also spend a semester abroad, studying in countries including New Zealand, the Netherlands, the United Kingdom, and Japan.



PICK YOUR PATH

PRODUCTS studies are focused on how products in particular shape behavior and how to foster certain forms of interactions. Students are also introduced to current production and manufacturing processes as well as sustainable approaches, such as cradle to cradle, lifecycle analysis and alternative materials.

Product design can include the design of mobile phones, medical and sports equipment, tools and safety devices, soft goods (textile products), ticket and vending machines, footwear, and furniture.



COMMUNICATIONS is one of the most powerful and ubiquitous forms of design. Students learn to design effective communications across a variety of media and develop the ability to identify, educate, inform and delight specific audiences.

Communication design expresses itself through corporate identity systems, exhibitions, signage and wayfinding and print communications, computer interfaces, mobile apps, and the concept and design of social networking communications.



MAKE YOUR MARK

The School of Design challenges you to approach design with an open mind. Ultimately, the three tracks come together to form "design for interactions", acknowledging that products and communications come together within complex physical and digital environments to create interactions.

At the undergraduate level, the curriculum is primarily focused on design making and practice, but there is still substantial emphasis on design studies. Courses in design studies encourage students to take on ethical issues, examine different design practices and perspectives, and engage with design theories that the three tracks exist within.



SERVICE shifts the focus of design from discrete artifacts to services. A service design solution involves the design of experiences based upon the observation of users' needs and translating them into solutions. Certain service design solutions promote sustainable alternatives by focusing on services rather than products. The optimization of the hospital visit process is service design.

TRANSITION is an emerging area of design practice and research aimed at reconceiving entire lifestyles to be more sustainable. Students study system dynamics and use design to intervene in complex problems such as pollution, poverty, and biodiversity loss. Community agriculture co-ops, where individuals collectively participate in farming for sustenance and independence, is an example.

SOCIAL INNOVATION refers to the design of products, services, and policies that meet a social need. Social innovation involves 'co-design', where designers work closely with professionals of different backgrounds and stakeholders (those involved in a product or service). Some social innovation focuses include combating childhood obesity, encouraging political involvement, or developing alternative economic models.

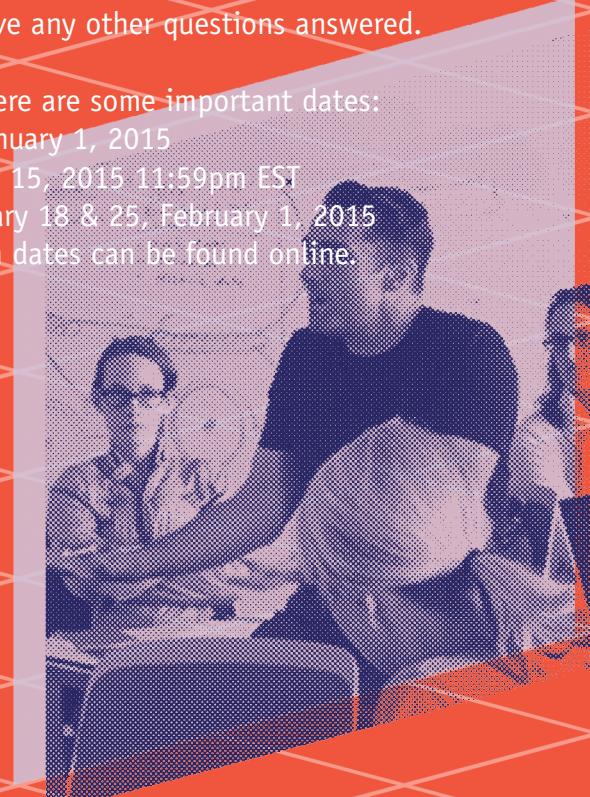


CARNEGIE MELLON
UNIVERSITY
SCHOOL OF
DESIGN

LEARN MORE

Come meet members of our community and tour our facilities. The School of Design holds student led tours (different from the general campus tour) as well as Q+A sessions hosted by faculty. Visit design.cmu.edu to schedule any on-campus visits, learn more about the admissions process, or have any other questions answered.

If you're ready to apply, here are some important dates:
- Common Application: January 1, 2015
- Online portfolio: January 15, 2015 11:59pm EST
- On campus review: January 18 & 25, February 1, 2015
Transfer and early decision dates can be found online.



DESIGN IS NOT
THE NARROW APPLICATION
OF FORMAL SKILLS
IT IS A WAY
OF THINKING

CHRIS PULLMAN

Carnegie Mellon University's School of Design is one of the oldest and most respected design programs in North America, offering degrees at the undergraduate, graduate and doctoral levels within a multi-disciplinary research university. Undergraduate design studies are focused on one of three concentrations: product, communication, environment.

Alumni build exciting careers working on the Nest thermostat, Pinterest's interface, Nike footwear, Facebook's networking solutions, and OXO housewares. Others start their own firms, such as BodyMedia, Wall to Wall Studios, and Luma Institute, or continue their studies in masters and doctoral programs across the world. The entire graduating class of 2014 was employed or in an advanced degree program six months after graduation.