

DESIGN + INNOVATION, MS

ADMISSIONS

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Please consult the table below for key information about this degree program's admissions requirements. The program may have more detailed admissions requirements, which can be found below the table or on the program's website.

Graduate admissions is a two-step process between academic programs and the Graduate School. **Applicants must meet the minimum requirements (<https://grad.wisc.edu/apply/requirements/>) of the Graduate School as well as the program(s).** Once you have researched the graduate program(s) you are interested in, apply online (<https://grad.wisc.edu/apply/>).

Requirements	Detail
Fall Deadline	February 1
Spring Deadline	This program does not admit in the spring.
Summer Deadline	This program does not admit in the summer.
GRE (Graduate Record Examinations)	Not required.
English Proficiency Test	Every applicant whose native language is not English, or whose undergraduate instruction was not exclusively in English, must provide an English proficiency test score earned within two years of the anticipated term of enrollment and meet the Graduate School minimum requirements. Refer to the Graduate School: Minimum Requirements for Admission policy: https://policy.wisc.edu/library/UW-1241 (https://policy.wisc.edu/library/UW-1241/). This program does not allow exceptions.
Other Test(s) (e.g., GMAT, MCAT)	n/a
Letters of Recommendation Required	2

ADMISSIONS PROCESS

All application materials must be submitted online through the Graduate School's [application portal \(https://grad.wisc.edu/apply/\)](https://grad.wisc.edu/apply/). Applications will open approximately one calendar year prior to the start of the program. Do NOT send any paper copies of documents by mail (email or paper mail) unless specifically requested to do so by the Graduate Admissions Team. Applications must be complete to be reviewed by the Graduate Admissions Team.

1. **Online application (<https://grad.wisc.edu/apply/>)**
2. **Resume or Curriculum Vitae (CV)**
3. **Creative Brief:** The creative brief is a multi-page document that conveys why you want to attend the Design + Innovation program, what you hope to achieve as a designer and examples of your work, so

that we can understand the experience you bring with you and your potential as a student.

We recommend that you think of the creative brief as a design project. This document is like a short magazine, portfolio or booklet that gives us a chance to get to know you, why you want to join the program, how you have worked in the past and what you are dreaming of in the future. It consists of three parts, which you should compose as a single, multi-page PDF for upload.

The three parts are: a) Statement of Purpose, b) Design Prompt, and c) Work Samples.

- a. **Statement of Purpose** (max 500 words, or about 1 page): Tell us your design origin story. When and how did you first understand that design + innovation was the path for you? What motivates you to choose Design + Innovation? What is your "why"?
- b. **Design Prompt** (max 500 words, or about 1 page): If you could re-design **anything** (a process, place, brand, building, product, program, planet....) what would it be and why? What essential steps would you take to get this design project started?
- c. **Work Samples** (maximum 10 pages): What projects, collaborations, works of art, experiments or ideas are you the most proud of? Using a consistent design approach to all pages and an emphasis on visual representation of your work, show us 2-3 recent projects. We are interested in seeing your best work – whether that be design, research, art, collaborative, professional or team projects, experiments, prototypes, class projects, independent passions, installations, community work and more. There is no standard approach and your work samples will be uniquely yours.
 - i. Here are a few file and format guidelines to help you achieve consistency and legibility in your creative brief. File **requirements**, denoted with an asterisk (*), and **recommendations** follow:
 - Format: PDF*
 - File size: 4MB max*
 - Pages: 15 max (including all parts of the creative brief, cover and table of contents)
 - Page layout: 12" x 18" or A3, two-page spreads should be combined into one page.
 - Color format: RGB
 - Resolution: 150 dpi
 - Project info: Always note the date and context (professional, academic or personal). If you worked on a team, describe your role and contributions. If you include any images that are not your own original work, you must cite your sources.

- d. **Note on links:** We do not accept links to portfolio websites in lieu of an uploaded document, designed to the specifications above. If you include links to time-based media (such as video, performance or podcast work) within your creative brief, review is at the discretion of admissions committee members and may not be taken into consideration. It is in your best interest, therefore, to

include all of your work in a visual or written format in the creative brief document.

e. **Resources for creative brief design:** The UW-Madison DesignLab has many resources, including these design tips and tricks (<https://designlab.wisc.edu/resources/design-tips-and-tricks/>) that will help you put your best foot forward. Don't know how to start? Questions about how it's going? Our enrollment coach (see contact box) is here to answer your questions and give feedback while you are developing your creative brief.

4. **Unofficial transcripts:** All applicants must upload a copy of their transcript from their undergraduate institution and other previous higher education institutions, including other graduate studies. An official transcript is not part of the online application process unless specifically requested in writing by the Admissions Team.
5. **Two (2) letters of recommendation:** Enter the recommender email contact information into the online application. Recommenders will receive an email with instructions for the survey and recommendation letter upload process. We do not accept recommendation letters via email, paper format, or online portfolios.
6. **English Proficiency Scores:** See English Proficiency Test policy above.
7. **Application Fee**
8. **Personal Interview** (if necessary) - A personal interview with program staff (in the form of a telephone call or video chat) may be required.