

# DESIGN + INNOVATION, M.S.

## ADMISSIONS

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 in English must provide an English proficiency test score and meet the Graduate School minimum requirements ( <a href="https://grad.wisc.edu/apply/requirements/#english-proficiency">https://grad.wisc.edu/apply/requirements/#english-proficiency</a> ). This program does not allow exceptions. See minimum scores below.
Other Test(s) (e.g., GMAT, MCAT)	n/a
Letters of Recommendation Required	2

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Rolling admission will begin after October 1, with a final application deadline of February 1.

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: We require submission of a creative brief that includes three parts: a) a Statement of Purpose, b) a short Design Prompt, and c) a Portfolio of Past Work. All applicants must upload a Creative Brief that includes all three parts as a single PDF document. This document must be uploaded in the online application "Statement"

tab and cannot exceed 4 MB. The 4 MB file limit requires applicants to select their most relevant work and present it concisely.

Note: We do not accept links to web portfolios in lieu of a PDF portfolio. If, however, you wish to include a reference to a multimedia project that includes video, audio, podcast or other time-based media you may include these as links in your portfolio. It is the applicant's responsibility to ensure that links are functional. Review of this external material is at the discretion of the admissions committee.

- a. Statement of Purpose: In 250-500 words, please respond to the following question: "Why are you interested in the Master of Science in Design + Innovation program and what do you hope to get out of the program?"
  - b. Design Prompt: In 250-500 words, please answer the following prompt: "If you could redesign anything (think broadly: product, process, service, brand, experience, etc.), what would it be? Why? What are the first three things you would do to get started?"
  - c. Portfolio of Work: In no more than 10 pages/slides, please tell the story of 2-3 recent projects of which you are proud. Be as visual as possible, including project images and sketches. Make sure to explain project context, key insights, and the design and innovation process you used. The Portfolio of Work must be uploaded as part of the Creative Brief. We do not accept links to web portfolios. Note: The MDI admissions committee recognizes that students from different disciplines will have different portfolios of work. The goal of this submission is to demonstrate your critical, analytical, and creative thinking abilities, as well as your promise as a future designer. Focus on telling us who you are, through all of the ways you express your creativity, motivation and drive to design.
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 (TOEFL/IELTS) – required for those whose native language is not English, or whose undergraduate instruction was not in English. The required proficiency scores are:
    - Minimum TOEFL requirement: 92 internet (iBT); 580 paper-based test (PBT)
    - Minimum IELTS requirement: 7.0
    - Minimum IELTS Indicator requirement: 7.0

\*\*Note: We do not accept Duolingo.

Scores are accepted if they are within two years of the start of the admissions term for which applicants are applying. TOEFL scores should be electronically sent directly from Educational Testing Service (ETS) to **institution code 1846** (no department code is needed). IELTS scores should be electronically sent directly from IELTS to **UW-Madison, Graduate Studies**.
  7. Application Fee
  8. Personal Interview (if necessary) – A personal interview with MDI program staff (in the form of a telephone call or video chat) may be required.