

DESIGN, INNOVATION, AND SOCIETY, BS

The Bachelor of Science degree in Design, Innovation & Society focuses on **developing** skill sets in design processes to innovate and solve problems in everyday life. Students will explore the interconnectedness between people, technology, culture, and social change to address today's complex societal issues

Students learn how to leverage the influential role of design through a deeper understanding of social issues, ethical considerations, global perspectives, diverse cultures, sustainability challenges, and value systems. This knowledge is applied to help address complex issues and to envision possibilities for enhancing human life through design.

The program offers three pathways:

- **Design & Technology** pathway examines how innovative technologies enable the ways we communicate, build, and experience the world around us through design
- **Design & Social Change** pathway develops skills to identify opportunities, envision strategies, and create approaches to improve the health, well-being, and sustainability of individuals, communities, and the planet
- **Design & Culture** pathway explores the media, mechanisms, and institutional frameworks for human expression, examining how design influences and is influenced by history, politics, economics, and culture

The program spans diverse design theories, methods, and disciplines. It combines content areas like visual communication, the design process, research methods, and technology, to enable students to collaborate effectively with designers and professionals from various fields.

Graduates gain the skills, tools, methods, and strategies to become future leaders in the expansive field of design.

Required internships (<https://advising.humanecology.wisc.edu/careers/internship-requirement/>) and collaborative capstone projects provide leadership opportunities, networking, and other career-building experiences.