Master of Arts in Design with a concentration in Innovation Studies
The Innovation Studies program requires satisfactory completion of a minimum of 36 hours of study and research beyond the bachelor’s degree.

Program description:
The principal goal of the MA in Design with a concentration in Innovation Studies program is to teach students from diverse disciplinary backgrounds how to use design-driven knowledge and skills to identify, theorize about and solve complex social, technological, economic, and environmental issues. The program will achieve this goal by placing its students in interdisciplinary teams to master core theoretical and problem-solving competencies rooted in collaborative innovation. These include: imaginative and adaptive thinking, visual argumentation supported by logical reasoning, iterative prototyping, project based workflow development, and ethical empathy for others. Graduates will have the ability to invent: new methods for teaching people vital knowledge and skills; new means to create jobs; new ways to increase business market share and revenues; new processes for creating products and services that meet emerging needs, and new methods for using economic, social and environmental resources more efficiently and ethically.

Major Required Studies
21 credit hours

Interdisciplinary Elective Studies
9 credit hours

Practicum Courses (Interdisciplinary Team-Based, Independent Study)
6 credit hours

Major Studies
Required Courses—21 credit hours

ADES 5510 — Process and Methodology for Innovation — 3 credit hours. Students will explore and utilize a variety of processes and visual techniques that inform and guide ideation as a means to create a common language that will allow them to communicate effectively across disciplinary backgrounds. The knowledge they gain from these experiences will allow them to develop and actualize the kinds of visual solutions necessary for future programmatic and career-based success.

ADES 5520 — Design Research Methods — 3 credit hours. Students enrolled in this course will be immersed in learning experiences that challenge them to develop and then expand knowledge about how design research processes and methods can be utilized to effectively connect design theory with practice as a means to advance their ability to make sound critical judgements and formulate effective and appropriate strategies.

ADES 5530 — Design Research Methods II — 3 credit hours. In this studio-based course, students will learn how to use interactive design tools, social media and methods of networking to create and facilitate design processes that allow select
groups of people to contribute to the building of shared experiences and, hopefully, shared understandings.

ADES 5540 — Brand and Brand Experience — 3 credit hours. In this seminar-based course, the nature of brands and brand experiences will be analyzed through a variety of economic, social and cultural lenses. Students will be expected to comprehend and articulate, in writing and oral presentations, knowledge they gain regarding the essential nature of brands as they influence and are influenced by business and marketing trends, globalization, modern social psychology and cultural dynamics.

ADES 5550 — Design and Its Social Ramifications — 3 credit hours.
In this seminar-based course, the design process, its artifacts and their agency will be examined from a broad array of socio-cultural perspectives.

ADES 5560 — Collaborative Design Studio — 3 credit hours. In this studio-based course collaborative, interdisciplinary teams will apply the processes and methodologies introduced in ADES 5510 and ADES 5520 to identify, reframe (when necessary) and develop problems suitable for further theoretical and applied exploration. Moreover, these problems will be ones typically considered to be outside the domain of contemporary design practice.

AEAH 5842—History of Graphic Design—3 hours. This course provides economic, political, social and technological perspectives on the work that has been created and disseminated by designers of visual communications, particularly over the course of the last 125 years, in a manner that makes their endeavors relevant to the design world of today and to contemporary society. Students will gain an understanding of the major movements, styles and figures in the world of visual communication design that have emerged around the world since the latter portion of the nineteenth century. Significant emphasis will be placed on how and why a variety of decision-making processes have informed and influenced the discipline in theory and practice during this span of time, and on the impact that its past developments are having and might have on current trends. Meets with AEAH 4842.

Required Interdisciplinary Courses — 9 credit hours.
- Anthropology
- Behavior Analysis
- Decisions Sciences
- Library and Information Sciences
- Marketing
- Merchandising and Hospitality Management
- Philosophy
- Psychology
- Radio, Television and Film
- Sociology

Other interdisciplinary class can be added to this list of possibilities when appropriate.
Practicum in Collaborative Innovation Studies

All candidates must take 6 hours of supervised practicum:

ADES 5590—Practicum in Collaborative Innovation Studies I—3 credit hours. In a two semester-long project, interdisciplinary teams will identify a single problem and solve various social, economic, cultural or market based issues that will ultimately manifest themselves in a visual expression of one form or another. Emphasis will be placed on conceptual problem solving, exploration of multiple hypotheses, and the development of innovative solutions.

ADES 5595—Practicum in Collaborative Innovation Studies II—3 credit hours. Continuation and culmination of the problem developed in ADES 5590. Documentation and presentation of this project will be required.

Suggested Timeline: full-time student

Fall, Year 1 — 9 hours

AEAH 5842—History of Graphic Design—3 credit hours.
ADES 5510—Process and Methodology for Innovation—3 credit hours.
ADES 5520—Design Research Methods I—3 credit hours.

Spring, Year 1 — 9 hours

ADES 5530—Design Research Methods II—3 credit hours.
ADES 5560—Collaborative Design Studio—3 credit hours.
Required Interdisciplinary course—3 credit hours.

Fall, Year 2 — 9 hours

ADES 5590—Practicum in Collaborative Innovation Studies I—3 credit hours.
ADES 5040—Brand and Brand Experience—3 credit hours.
Required Interdisciplinary course—3 credit hours.

Spring, Year 2 — 9 hours

ADES 5595—Practicum in Collaborative Innovation Studies II—3 credit hours.
ADES 5050—Design and Its Social Ramifications—3 credit hours.
Required Interdisciplinary course—3 credit hours.

Possible Interdisciplinary Elective Courses

(These existent classes have been selected because none of them have a listed or required prerequisite, and all of them present skills/information that are useful to this course of study.)

Anthropology

ANTH 5200. Seminar in Cultural Anthropology. 3 hours. A survey of anthropological attempts to understand and explain the similarities and differences in culture and human behavior.

ANTH 5010. Anthropological Thought and Praxis I. 3 hours. Considers the history of anthropological concepts, the major historical debates in anthropological theory and historical tensions between applied and theoretical knowledge. Special emphasis is given to critical examination.
of concept and theory formation and the application of anthropological ideas to the problems of everyday life. Prerequisite(s): ANTH 5200 if no anthropology degree.

ANTH 5015. Anthropological Thought and Praxis II. 3 hours. Considers contemporary anthropological concepts and theories and the major debates that have been produced by them. Special emphasis is given to the most recent tensions and debates on the relationships between theoretical and applied knowledge. Specific attention is paid to the relationships between social theory and social policy formation. Prerequisite(s): ANTH 5010.

ANTH 5040. Ethnographic and Qualitative Methods. 3 hours. Focuses on ethnographic and qualitative methods and the development of the skills necessary for the practice of anthropology. Special emphasis is given to qualitative techniques of data collection and analysis, grant writing, the use of computers to analyze qualitative data and ethical problems in conducting qualitative research.

Behavior Analysis

BEHV 5130. Basic Behavior Principles. 3 hours. First in a sequence of four courses in the certificate program for non-degree seeking graduate students. Everyday behavior is examined as part of the natural world, and behavior change is explained by behavioral principles derived from scientific research. Principles and procedures included in course content are reinforcement, extinction, differential reinforcement, punishment, discrimination training, generalization, shaping fading and programming. Definitions, reliability and validity and direct observation methods are also addressed. The four-course sequence has been designed to meet minimum course content specified by the Behavior Analysis Certification Board as part of the requirements for certification.

BEHV 5140. Research Methods in Behavior Analysis. 3 hours. An overview of strategies and tactics of experimental design in behavior analysis. Includes strengths and weaknesses of single organism methodology in basic and applied research. Topics include issues of experimental logic, experimental control, variability, data analysis and display, and interpretation of experimental findings.

BEHV 5150. Techniques in Applied Behavior Analysis. 3 hours. Analysis of problems in behavioral terms. Selection of management strategy and behavior change techniques, including behavioral contracting, contingency management, programmed instruction, removal or reduction of environmental stressors. Consideration of ethical issues, including informed consent, need for non-coercive or at least restrictive intervention. Supervised practical experience.

BEHV 5170. Research and Applications in Behavior Analysis. 3 hours. The third in a sequence of four courses in a certificate program for non-degree seeking graduate students. Features the use of scientific method in evaluating assessment and intervention techniques in applied behavior analysis. Topics include measurement techniques, single-subject experimental design, selection of dependent and independent variables, graphical presentation and evaluation of results, ethics pertaining to human subjects, and ways of communicating research results. Principles and procedures involved in the experimental analysis of reinforcement schedules, stimulus control and stimulus equivalence are included. The four-course sequence has been designed to meet minimum course content specified by the Behavior Analysis Certification Board as part of the requirements for certification. Prerequisite(s): BEHV 5130 and 5150.
Decision Sciences
DSCI 5100. E-Commerce Systems Technologies. 3 hours. Tools, skills, and understanding of the key technologies used in e-commerce, from basic systems design and networking to website content-management technologies. Prerequisite(s): BCIS 5090 or equivalent, or consent of the department.

DSCI 5180. Introduction to Decision Making. 3 hours. Emphasis on model assumptions, applying the correct statistical model and interpreting the results. Topics include simple regression, multiple regression (e.g., qualitative variable coding, model building) and experimental design (e.g., completely randomized design, randomized block design, multi-factor designs). Prerequisite(s): DSCI 5010 or equivalent.

DSCI 5210. Model-based Decision Making. 3 hours. Explains how model-based decision support systems aid managerial decision processes. Attention will be paid to the how and why such a model is used in a support system environment. Course topics include the use of mathematical, statistical and business models that are embedded in decision support systems for dealing with both structured and semi-structured decision problems. Students identify opportunities and problems for which the use of modeling will enhance a decision maker’s chance of success. Different type of models and decision structuring techniques will be compared and contrasted, and appropriate techniques will be illustrated to analyze real-life situations. Prerequisite(s): DSCI 5010 or equivalent.

Library and Information Sciences
SLIS 5020. Economics of Information. 3 hours. Information as an economic good and resource. Equity and distribution of information as public good and as a commodity. Economics of the information industry. Supply and demand of information and its pricing. Micro- and macroeconomic information indication and studies in national economics.

SLIS 5030. Seminar in Foundations, Trends and Perspectives. 3 hours. Foundation topics in library and information sciences. Special perspectives and aspects within the field and related areas. Background developments and social contexts. Major trends, issues and problems of present and historical interest. Individual investigations of special aspects and topics. May be repeated for credit as topics vary.

SLIS 5040. Information Behavior. 3 hours. Human cognitive behavior in seeking, searching for, browsing, evaluating and using information. Concepts and contexts of types of knowledge and information need. Professional methods for and practice in user needs assessment, user profiling and mediation processes for purposes of developing user-centered information systems and services.

Marketing
MKTG 5200. Customer Behavior. 3 hours. Exploration of changing trends in customer behavior as applied to domestic and global markets, consumer markets, business-to-business markets, institutional markets, not-for-profit markets and governmental markets is critical for competitive success in today’s dynamic markets and environments. The student will be introduced to models of buying behavior in consumer, business-to-business and not-for-profit marketing exchanges.

MKTG 5250. Information for Strategic Marketing Decisions. 3 Hours. Decision methods; sampling;
and data analysis techniques. Use of the Internet as a major resource for conducting market research. Prerequisite(s): MKTG 5150 and DSCI 5010; DSCI 5180 is recommended; or consent of department.

MKTG 5600. Emerging Issues in Strategic Marketing. 3 hours. Investigation, analysis and discussion of selected emerging problems, methods, concepts relevant to strategic marketing decision-making in dynamic markets and environments. Examines a wide variety of marketing topics. Prerequisite(s): MKTG 5150 or consent of department.

**Merchandising and Hospitality Management**

SMHM 5080. Merchandising Ventures. 3 hours. Exploration of the merchandiser's role in establishing new ventures with fashion and home furnishings products. Includes non-traditional merchandising formats. Prerequisite(s): SMHM 2400 or 2490, and SMHM 3510, and ACCT 2020.

SMHM 5090. Virtual Merchandising. 3 hours. (2;2) Study and application of visual merchandising in a virtual format. Emphasis on merchandising processes that convey product characteristics to the consumer from production through distribution. Prerequisite(s): SMHM 2360, and SMHM 2490 or 2400.

SMHM 5240. Merchandising Practices. 3 hours. Case analysis of merchandising principles practiced by representative consumer-driven international and domestic textile, apparel and home furnishings companies. Interpretation of global trends and issues influencing the vertical and horizontal integration of merchandising practices in the distribution pipeline.

**Philosophy**

PHIL 5110. Seminar in the Theory of Knowledge. 3 hours. Analysis of the essential problems involved in the theory of knowledge, including some of the classical answers to important epistemological problems.


PHIL 5450. Seminar in the Philosophy of Ecology. 3 hours. Traces the evolution of ecology from its roots in 19th-century natural history through general ecology, restoration ecology, human ecology and mathematical ecology. Also explores the sociocultural contexts in which ecology emerged and now exists, including the so-called second scientific revolution and the two-culture split.

PHIL 5451. Environmental Ethics. 3 hours. Examination of basic positions in the field of environmental ethics with emphasis on legal and moral rights for nature, animal liberation, and Western philosophical and religious traditions.

PHIL 5410. Seminar in Ethical Theory. 3 hours. An examination of a variety of ethical theories and their application in applied situations.

**Psychology**

PSYC 5010. Psychology of Human Development. 3 hours. An integrated rather than specialized
view of the biophysical, sociocultural, psychoemotional and intellectual development of human beings in Western culture. Development is viewed as a product of the interaction of genetic endowment with the environment.

PSYC 5090. Advanced Social Psychology. 3 hours. A survey of the constructs, methodologies and theories of social psychology including social perception, attitudes, aggression, prejudice, prosocial behavior, conformity, leadership, groups and communication. Prerequisite(s): enrollment in a graduate program in psychology or consent of department.

PSYC 5200. Psychology of Women and Gender. 3 hours. Theories and research on women and gender; psychological, situational, cultural, environmental and biological influences; the influence of gender biases on research methods and interpretation of results; application of theory and research to problems affecting women. Prerequisite(s): minimum of 6 hours of undergraduate psychology.

Radio, Television and Film

RTVF 5120. Literature of Radio, Television and Film I. 3 hours. Introduction to the critical and historical study of the mass media. Review of various theoretical approaches from a humanities perspective, including ideological criticism, feminism and cultural studies. Prerequisite(s): RTVF 5100 or consent of department.

RTVF 5130. Literature of Radio, Television and Film II. 3 hours. Introduction to social science-based study of the mass media. Review of various theoretical approaches including the social construction of reality, attitude change theories, uses and gratification research, cultivation analysis and political economy. Prerequisite(s): RTVF 5100 or consent of department.

RTVF 5210. Media Audiences and Cultural Studies. 3 hours. Overview of media audience theory and qualitative methods for audience studies. Special emphasis on cultural studies approaches to audiences. Prerequisite(s): RTVF graduate major status or consent of instructor.

Sociology

SOCI 5010. Social and Cultural Foundations of Human Behavior. 3 hours. Intensive study of the conceptual framework of sociology and its application to contemporary society. Topics include social change, ethnic groups, sex roles, urban and rural societies, population patterns, culture, differing lifestyles and the role of sociology in influencing individual and group behavior. Prerequisite(s): consent of department or instructor.

SOCI 5030. Seminar on Complex Organizations. 3 hours. Structure and process in large-scale organizations; theories of bureaucracy and related types of organizations; interrelationships of formal and informal organizations. Prerequisite(s): 6 hours of advanced sociology or consent of department or instructor.

SOCI 5450. Population and Society. 3 hours. Evaluation of demographic concepts and methods for the study of society; comparative analysis of population characteristics in various stages of socioeconomic development. Prerequisite(s): consent of department or instructor.