Master of Fine Arts in Design with a concentration in Innovation Studies

The Masters of Fine Arts in Design with a concentration in Innovation Studies program requires satisfactory completion of a minimum of 60 hours of study and research beyond the bachelor’s degree.

In a world that is being constantly reshaped by images, dynamic media and visual communications, this degree is designed to challenge students to collaboratively explore and redefine what it means to be innovative and literate. Students enrolled in this program will be challenged to work at professional levels of study in interdisciplinary teams using design thinking to identify, broadly examine and resolve pure and applied research opportunities that can positively catalyze a wide variety of social, technological, environmental and political initiatives. Additionally, these students will learn to implement this new knowledge in a manner that will allow them to teach in secondary or post-secondary educational settings or introduce or enhance innovation in corporate environments.

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Major Studies

Required Courses 18 credit hours
Interdisciplinary Elective Courses 12 credit hours

Minor Studies — Design Pedagogy
12 credit hours

Art History
12 credit hours

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

Major Studies

Required Courses — 18 semester 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 5522 — 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 5524 — 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 5526 — 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.

Required Interdisciplinary Courses — 12 credit hours. (Specific possibilities for these follow at the end of this document. However, all of these will have to worked out with the various program faculty)

Anthropology
Business Marketing
Sociology
Psychology
Decisions Sciences
Economics
Radio, Television and Film
Philosophy
Computer Science and Engineering
Library and Information Sciences
Merchandising and Hospitality Management
Behavior Analysis

Other interdisciplinary class can be added to this list of possibilities when appropriate.

Digital Media Sequence. If an MFA candidate does not currently possess the skills necessary to create and implement dynamic, interactive media, it is VERY strongly recommended that he/she enrolls in a sequence of Required Interdisciplinary courses that address this. (These classes will only be available to students who already have a solid working-knowledge and working experience of the software required.)

ADES 55??—Digital Media I—3 hours. This class and its course description will be presented at a later date.
ADES 55??—Digital Media II—3 credit hours. This class and its course description will be presented at a later date.
Minor Studies 12 hours

ADES 5532 — Design Pedagogy Analysis and Processes — 3 hours. The major emphasis of this graduate class will be placed upon helping each student formulate a rationale/philosophy about the role of design/designers in the 21st century and his or her role as a design educator, and analyzing/evaluating effective undergraduate teaching methodologies for communication design education.

ADES 5534 — Design Pedagogy — 3 hours. This seminar-base course examines the role of a design faculty member working within a collegial environment in the complete development of curricula for a new or revised program area.

ADES 5536 — University Citizenship and Tenure in Design — 3 hours. This seminar-based course will examine the role of a design faculty member in the larger university setting. Course of study will include: school/college structures, committee work—both in the college and at the university level, budgeting, advising, scheduling courses, expectations for a designer/faculty in a college and university environment, etc.

ADES 5538 — Guided Teaching Internship — 3 hours. In this course, each student will be assigned to a professor in an undergraduate course. The student is expected to participate in the undergraduate course through assignment writing, presentation, critique, grading, handout preparation, advising and observation.

Art History

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 places 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.

9 additional hours (3 classes) of seminar-level art history

Practicum (Problem In Lieu Of Thesis)

All candidates must take 6 hours of supervised problem in lieu of thesis:

ADES 5546 — Practicum in 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.

ART 5548 — Practicum in Innovation Studies II—3 credit hours. Continuation and culmination of the problem developed in ADES 5546. Documentation and presentation of this project will be required.
Suggested Timeline: full-time student

Fall, Year 1 — 9 hours
ADES 5532—Pedagogic Analysis and Processes — 3 credit hours
ADES 5534—Design Pedagogy — 3 credit hours
AEAH 5842 — History of Graphic Design — 3 credit hours.

Spring, Year 1 — 12 hours
ADES 5538 — Guided Teaching Internship — 3 credit hours.
ADES 5536 — University Citizenship and Tenure — 3 credit hours
AEAH elective — 3 credit hours
Required Interdisciplinary course — 3 credit hours

Fall, Year 2 — 9 hours
ADES 5510 — Process and Methodology for Innovation — 3 credit hours.
ADES 5520 — Design Research Methods I — 3 credit hours.
Required Interdisciplinary course — 3 credit hours

Spring, Year 2 — 12 hours
ADES 5530 — Design Research Methods II — 3 credit hours.
ADES 5522 — Brand and Brand Experience — 3 credit hours.
ADES 5526 — Collaborative Design Studio — 3 credit hours.
AEAH elective — 3 credit hours.

Fall, Year 3 — 9 hours
ADES 5546 — Practicum in Innovation Studies I — 3 credit hours.
Required Interdisciplinary course — 3 credit hours.
ADES 5524 — Design and Its Social Ramifications — 3 credit hours.

Spring, Year 3 — 9 hours
ADES 5548 — Practicum in Innovation Studies II — 3 credit hours.
AEAH elective — 3 credit hours.
Required Interdisciplinary course — 3 credit hours.
Possible Interdisciplinary Elective Courses

**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.

**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.

**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 web site 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 embed-
ded 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.

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. Description 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. Examination, 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.

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

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.

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.
Philosophy


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

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 macro-economic 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.

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.

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.