DESIGN THINKING is becoming a more recognized need in the business and public communities. As organizations evolve more into creative institutions using creative talents to differentiate themselves and grow new markets, there is the need to develop individuals who can lead the greater inclusion of design thinking.

Until recently, design has never been used for its potential to create rule-bending innovation across the board. Design is now rapidly moving to include processes, systems, and organizations. Design drives innovation, innovation powers brand, brand builds loyalty, and loyalty sustains profits. If you want long-term profits, don’t start with technology—start with design.

BUSINESSWEEK
A NEW ROLE FOR CREATIVE THINKING.
Kendall has always had a strong tradition of preparing students for careers in art and design. Today, the skills we teach are in higher demand even outside the creative fields. In collaborative environments all over the world, employers are looking for people who understand the design process, can apply it to real-life challenges and know how to communicate their ideas to the team.
At Kendall, we’ve been helping students develop those same qualities for more than 15 years. Now our experience can become your edge with a BFA in Collaborative Design, the first of its kind in the nation.

"I LOVE that moment when a non-visual thinker GETS THE PICTURE."

COURSES
SUPPORTIVE STUDIO (21)
- Digital Foundation (3)
- Design Drawing I (3)
- 3-D Design (3)
- Design and Color (3)
- Interactive Media (3)
- Research Methodologies (3)
- Business Side of Design (3)

MAJOR STUDIO (30)
- Intro to Design (3)
- Sustainability/Design (3)
- Dialogue/Personality (3)
- Visual Literacy: Seeing (3)
- Collaborative Projects (3)
- User-Centered Design (3)
- Organizational Structures (3)
- Design Thinking: S&T (3)
- Service Design (3)
- Capstone (3)

MINOR REQUIREMENTS (15)
(15 credit hours in one of the following):
- Digital Media
- Furniture Design
- Graphic Design
- Industrial Design
- Interior Design

ART HISTORY (15)
- Western Art History I (3)
- Western Art History II (3)
- Design History III (3)
- Modernism OR Contemporary (3)
- Seminar (3)

GENERAL EDUCATION (33)
- Critical Transitions (3)
- Written Rhetoric (3)
- Oral Rhetoric (3)
- Basic Materials (3)
- Intro to Sociology (3)
- Improv (3)
- Intro to Philosophy (3)
- Aesthetics (3)
- Social Science/Humanities Elective (3)
- Math Elective (3)
- Visual Rhetoric (3)

Courses are subject to change. Check online for the most recent listings. Bracketed numbers represent credit hours.

MAKE IT AS:
A Collaborative Design BFA prepares you for a variety of careers in traditional design fields, business and nonprofit organizations. Examples include product management, design and innovation management, financial services, law, high-tech industry, pharmaceuticals, media and entertainment.
THE BFA IN COLLABORATIVE DESIGN

WHAT IS COLLABORATIVE DESIGN?

"Collaborative" means you’ll learn how to creatively solve problems and engage in project activities, management and coordination in both public and private organizations. We’ll help you develop techniques for generating and communicating good ideas, both independently and as part of a team.

"Design" means you’ll graduate with a deep understanding of the process of design. A blend of studio classes, art history, general ed and a required minor in one of our design disciplines adds up to well-rounded students who can understand, advocate and facilitate good design wherever they go.

"The most creative result comes from dissimilar disciplines working on a common problem."

JOHN BERRY
Director, Design West Michigan

"Designers need to be generalists, not specialists, and to know something about everything that impinges on a design. Designers need to be prepared to argue and make their case with engineers, marketing people and others who will affect their work."

NIELS DIFFRIENT
One of the century’s pre-eminent American designers

DESIGN DISCIPLINE MINORS

Industrial Design
Interior Design
Graphic Design
Furniture Design
Digital Media

PROGRAM MISSION

To develop “specialized generalists” with...

- an understanding of the range and purpose of several design disciplines
- strong communication skills
- knowledge about the sustainability and economic impact of design thinking
WHO IS THIS PROGRAM FOR?
Collaborative design is open to anyone who’s a creative thinker – and that includes people who wouldn’t necessarily describe themselves as artists. While drawers, painters and sculptors are welcome to join the program, those who excel at math, science, music or other areas outside traditional design also bring value to the design process.

If you...
- Like to solve problems
- Are good at explaining things
- Enjoy bringing people together
- Have ideas to contribute

...Collaborative design could be your stepping-stone to an innovative career.

WHAT WILL YOU LEARN?
Though collaborative design may prepare you for a career in business, it’s not a business major. Our focus is on applying design thinking to systems and organizational structures and learning to collaborate, facilitate discussions and share ideas.

AFTER COMPLETING THE PROGRAM, YOU WILL BE ABLE TO:
- Understand the range of design disciplines and their applications
- Understand the role and appropriateness of research
- Clarify a problem/need and develop a design brief
- Understand systemic and design thinking/logic
- Understand basic business components
- Facilitate multidisciplinary teams
- Be a good communication link between business and design activities
- Ask good questions and exhibit listening skills
- Interact with and communicate ideas to a range of audiences
- Facilitate connection of design disciplines to business and nonprofit organizational needs
- Be prepared for a master’s degree in a specialized area
- Employ basic digital media interactive skills
- Have a basic understanding of and skills in problem-solving

INTERNSHIPS
We strongly encourage internships to add breadth, depth and valuable experience to your education. Kendall maintains a broad regional network of design-focused organizations where internships may be arranged.
THE RISING DEMAND FOR DESIGN In Britain, a recent survey by the Design Council found that 16% of British businesses say design tops their list of key success factors. Among “rapidly growing” businesses, no fewer than 47% rank it first.

According to University of Toronto professor Richard Florida, the creative class now comprises 38 million members, or more than 30% of the American workforce. McKinsey & Co. authors Lowell Bryan and Claudia Joyce put the figure only slightly below, at 25%.

In education, design thinking programs are gaining traction because they promote and teach the skills for the 21st century (collaboration, communication, creativity and critical thinking). Many major organizations have developed rich cultures of collaboration between design and business leaders. They strongly believe that “all of us are smarter than any of us” and that “project ownership should be clear, but authorship should be blurred” across disciplines. A graduate with a degree in Collaborative Design would fit perfectly into a role that facilitates and encourages this type of collaboration. It would also be great preparation for an advanced degree in product design or design and innovation management.

DAVE VELDKAMP | Lead designer for Tekna, in Kalamazoo and serving Stryker Inc.