School of Design

Contact Information:
Campus Location: 1300 Art and Architecture Building (AA)
(312) 996-2611
design@uic.edu
design.uic.edu

Administration:
Director: Marcia Lausen
Associate Director/Human Resources and Business Services: Annabelle K. Clarke

The four-year Bachelor of Design program provides a professional education within the broader context of liberal arts courses provided by the university. With a deliberate balance of the practical and the visionary, UIC Design prioritizes the skill of design making and the strategy of design thinking. The UIC School of Design is organized with two program areas: Graphic Design and Industrial Design. Program curriculum focuses on the critical contemporary challenges of design education, theory, and practice and is designed to address the complex demands of a rapidly changing professional environment.

First Year Program
All students in the School of Design share in the First Year Program experience. The curriculum introduces various techniques in two- and three-dimensional form-making and conceptual visualization in the context of advanced design studies. Emphasis is placed on both analog and digital methods. Through exposure to design practice and exhibition and critical observation, students experience Chicago as a global design center.

Upon completion of the First Year Program, students undergo a portfolio review in consideration for acceptance into a major area of study: Graphic Design or Industrial Design.

Bachelor of Design in Graphic Design
Graphic design makes ideas visible. Instruction combines the art of typography with the skillful rendering of signs, symbols, and images. The practice of graphic design serves to communicate, distinguish, characterize, clarify, brand, instruct, guide, promote, and inform. UIC Design students are taught formal principles and acquire the skills necessary to engage these principles in practice. The program offers opportunity to work collaboratively in interdisciplinary teams. Students learn to communicate visually—and compellingly—in the service of community, industry, and the greater good.

Bachelor of Design in Industrial Design
Industrial design makes ideas tangible. Instruction combines conceptual and material articulation and fabrication of usable objects and systems. The practice of industrial design serves human needs and interests, be they commercial, responsible, experimental, or discursive. UIC Design students are taught formal principles and acquire the skills necessary to engage these principles in practice. The program offers opportunity to work collaboratively in interdisciplinary teams. Students learn to think critically about their motivations to create an artifact, and are asked to understand and to account for its potential consequences toward a lasting and positive effect on the world at large.

Degree Programs
- BDes in Graphic Design (http://catalog.uic.edu/ucat/colleges-depts/architecture-design-arts/des/bdes-gd)
- BDes in Industrial Design (http://catalog.uic.edu/ucat/colleges-depts/architecture-design-arts/des/bdes-id)