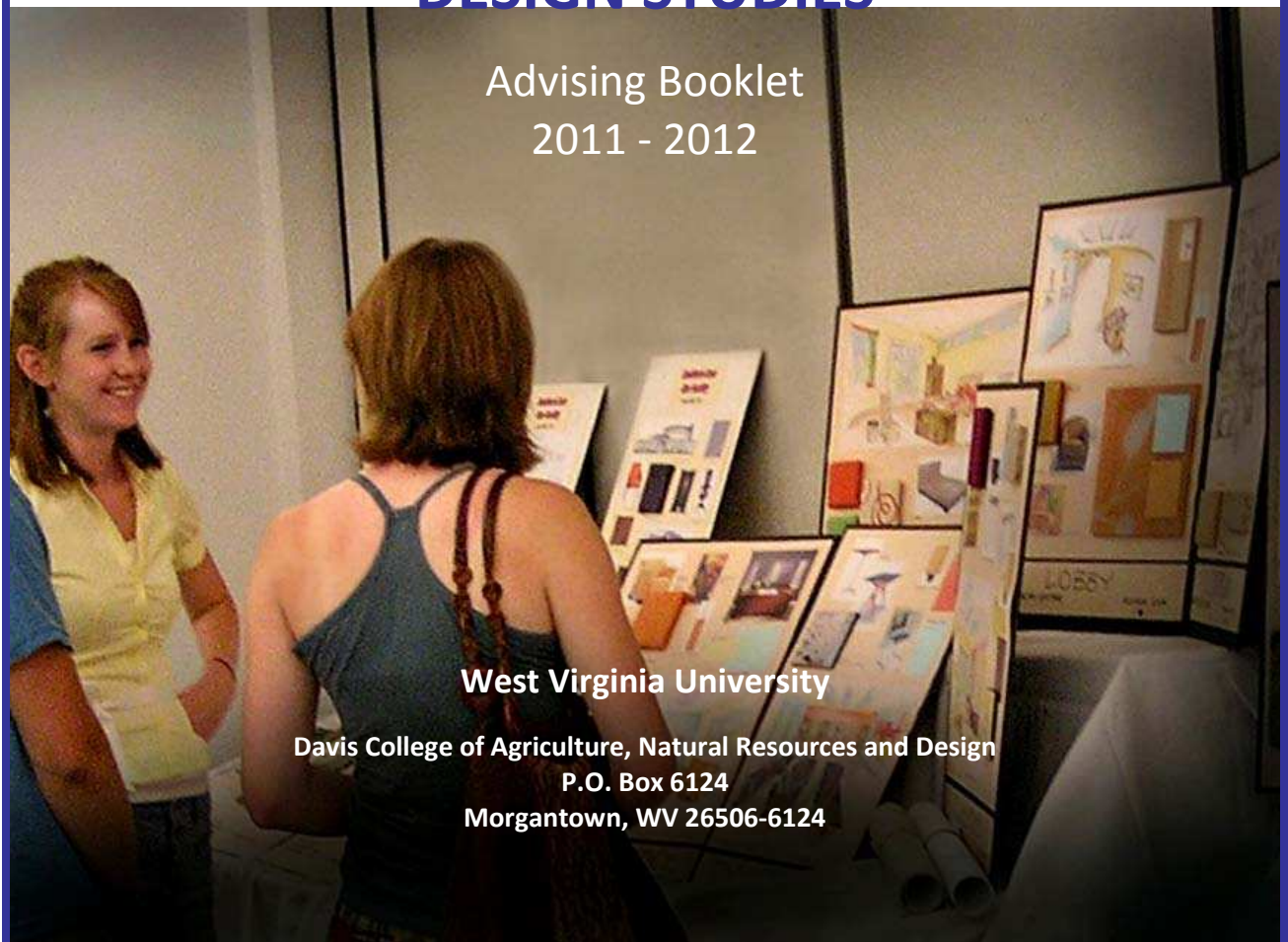


DESIGN & MERCHANDISING

DESIGN STUDIES

Advising Booklet
2011 - 2012



West Virginia University

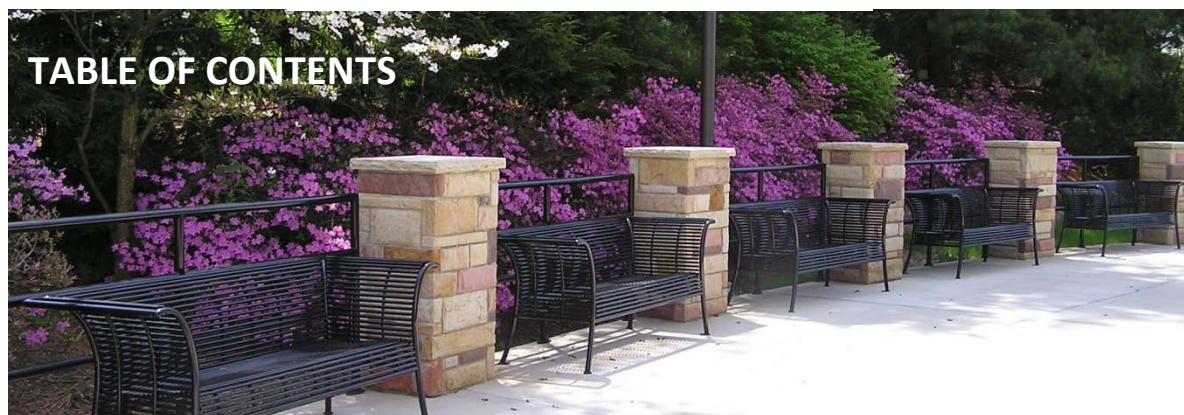
Davis College of Agriculture, Natural Resources and Design
P.O. Box 6124
Morgantown, WV 26506-6124

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A MESSAGE FROM THE PROGRAM CHAIR



On behalf of the Design faculty, I want to thank you for your interest in our Design Studies program at West Virginia University. We are very proud of this new program for it will provide tremendous opportunities for students to excel in the design professions. Below is a summary including eligibility for acceptance, program requirements, and employment options.

PROGRAM OVERVIEW

The Design Studies program at West Virginia University is a 4-year curricula with a strong interdisciplinary focus. Unlike some of our other design programs, there are no caps on the maximum number of students enrolled. The program is based on each student's area of interest, and combines a thorough understanding of design thinking with an approved minor to focus their studies. Additionally, students are required to participate in an extended internship in a position related to their Design Studies focus.

ENTRANCE INTO THE PROGRAM

The Design Studies major is not a competitive entry program. It is open to all Freshmen, and to students transferring into the program as long as they meet the GPA requirement. Students must have a minimum of a 2.5 overall GPA to enter the program, and must maintain an overall 2.25 throughout their time in the major. Any student whose GPA drops below the required minimum will be officially notified and put on academic probation. Students with a GPA falling below the required minimum will not be allowed to continue with Design Studies major courses until their GPA has been sufficiently raised. Students meet with their academic advisor at the beginning of their program to determine a Program of Study for their academic major.

PROGRAM REQUIREMENTS

Coursework

Design Studies is a 4-year major that includes a required minor, an internship in the student's chosen area of interest, and a final capstone experience. A total of 128 hours are required for

graduation, including GEC courses, required design courses, and minor and internship hours.

As noted on the Curriculum Requirements page, students take 23-26 credit hours of required design studies courses, and another 9 hours of design-related coursework tailored to their area of interest. The design core includes 6-9 hours of internship specified as a professional field experience, and a student may elect to do additional field experience for an additional 3-6 hours if approved by their major advisor.

The University requires a minimum of 41 hours within the General Education Credit areas; Objectives 1-9. English 101 and 102, and a mathematics course are required of all students. In addition, a writing intensive course beyond English 101 and 102 must be taken, as well as a course addressing foreign/minority or women/gender issues. Students must choose an area of interest as reflected by their choice in an approved minor. ***GEC courses and recommended electives will be determined by the advisor based on the student's area of interest.***

Students in our program are advised by the Design and Merchandising Advising Center, directed by Joy Patterson. Each student also has an assigned faculty advisor in the event that the Advising Center has questions about a particular student issue. Together we assist students in the selection of proper coursework which will further their individualized career goals.

Internship

Each student, as a requirement for graduation, must participate in a minimum of 6 credit hours of internship. Internships will be allowed only after the student has finished a minimum of 50% of their minor coursework, completed the required 2nd year Design Studies coursework, and fulfilled the requirement for completing the prerequisite seminar course DSGN 490. Typically, internships will occur during the summer between the student's third and fourth years. Internship experiences will be unique to each student, and will reflect their area of interest in the design fields. For example, if a student chooses to complete a Design Studies degree with a minor in Horticulture, their internship placement may be with a professional interior landscaping

company responsible for planning and maintaining greenery for commercial structures on a contract basis. Students will work with the faculty advisor to locate and obtain an appropriate internship.

Extracurricular Activities

The West Virginia University student chapter of the American Society of Interior Designers (ASID) is organized for professional development and student interaction. It is open to all Interior Design and Design Studies students at WVU and is an invaluable addition to one's educational experiences. Students may also become involved in the local Habitat for Humanity group and other organizations whose missions are complementary to the Design professions. We encourage you to contact us for an appointment to discuss the program in more depth. Please contact Ms. Joy Patterson, Program Assistant II/Staff Advisor at joy.patterson@mail.wvu.edu. Our offices are located in 704 Allen Hall, P.O. Box 6124, West Virginia University, Morgantown, WV 26506.



WEST VIRGINIA UNIVERSITY

West Virginia University is one of only 43 public universities that serve their state as research and land-grant institutions. WVU is among only 151 institutions designated as a Research University (High Research Activity) by the Carnegie Foundation. The term “land grant” derives from the Morrill Act of 1862 that gave federally-owned land to each state, to be sold for funds to begin colleges offering programs in agriculture and engineering. Since its founding in 1867, WVU has become the center of graduate and professional education, research, and extension programs in West Virginia. The University provides high quality programs of instruction, offering 169 degree programs at the under-graduate, graduate, and first-professional levels.

The University is situated in the Appalachian mountains, 75 miles south of Pittsburgh, Pennsylvania. The area is forested and offers many outdoor recreation opportunities. The intellectual, cultural, and social climate of the University, coupled with the attractive mountain environment, creates a setting for enjoyable living and study. The main campus is located on the banks of the Monongahela River in Morgantown, West Virginia, and is linked to its expanded campus environs by the Personal Rapid Transit (PRT) system, the most modern transit system in the world.

WVU has more than 28,000 students who are pursuing degrees in one of the 15 colleges and schools that make up the institution. Our unit is administratively housed in the Davis College of Agriculture, Natural Resources and Design, the oldest and third largest college on campus.



DAVIS COLLEGE OF AGRICULTURE, NATURAL RESOURCES AND DESIGN

Each college or school has a dean who provides leadership and support for faculty and staff. The Dean of the DCANRD, presently Dr. Cameron R. Hackney, works closely with the Associate Director of the West Virginia Agricultural Experiment Station, who oversees research efforts throughout the College; the Associate Dean for Academic Affairs and Development, who oversees student related academic matters; and the Assistant Dean, who attends to college fiscal matters. Within the DCANRD, there are five divisions, each with a division director.

DIVISIONS AND DIRECTORS:

Animal and Nutritional Sciences
Matthew E. Wilson

Design & Merchandising
Barbara S. McFall

Resource Management
Jerry Fletcher

Forestry
Joseph P. McNeel

Plant and Soil Sciences
Barton S. Baker

DIVISION OF DESIGN & MERCHANDISING



Mission

The West Virginia University 2010 Plan characterizes WVU as “a student-centered learning community meeting the changing needs of WV and the nation through a commitment to excellence in teaching, research, service, and technology.” Within that framework, the Davis College of Agriculture, Natural Resources and Design seeks “to be a leader in learning, discovery, and engagement programs in natural, social, and human resources aimed at improving the quality of life for the citizens of West Virginia and beyond.” For our part, the Division of Design & Merchandising is focused on adding value to enhance the quality of living.

Programs

The Division of Design & Merchandising currently houses three undergraduate majors. The Fashion Design & Merchandising (FDM) program offers two tracks, Fashion Design and Fashion Merchandising. The Fashion Design track is a studio major that is capped at a cohort of 16 following freshman year. The Interior Design (ID) program offers a studio major in Interior Design that is capped at a cohort of 20 following freshman year. Design Studies is a third major that allows an open non-studio option under the direction of Interior Design faculty.



Design Studies students present projects at BL Interiors



Faculty and Staff

The faculty and staff of the Division of Design & Merchandising are here to help you. They can be reached at the numbers listed in the tables that follow.

Also note that many faculty members and staff are on nine-month appointments. From May 16-August 15, all inquiries not related to summer courses should be directed to Ms. Joy Patterson (Joy.Patterson@mail.wvu.edu).

Interior Design/ Design Studies Faculty	Position	Phone Number
Dr. Cynthia Beacham	Program Chair, Associate Professor	293-3471
Dr. Barbara McFall	Division Director, Associate Professor	293-3482
Dr. Kathryn Burton	Assistant Professor	293-0814
Mr. Ron Dulaney	Assistant Professor	293-3494
Dr. Hodjat Ghadimi	Assistant Professor	293-7517
Mr. Chris Haddox	Visiting Assistant Professor	293-3657
Ms. Barbara Lingle	Visiting Assistant Professor	293-3544
Staff Members		
Ms. Pamala Brookover	Accounting Assistant I	293-2482
Ms. Joy Patterson	Program Assistant II / Staff Advisor	293-3635

DESIGN STUDIES MAJOR DESCRIPTION

Program Philosophy

As a part of the Division of Design & Merchandising, the Design Studies program emphasizes the importance of meeting the varied needs of individuals and groups. It actively supports the University, College, and Division missions of putting people first and addressing important issues which face society, families, and individuals.

Understanding, communicating, and dealing effectively with people is essential to the success of the design process. The Design Studies program at West Virginia University provides education that prepares the student to identify and creatively solve problems using the process of design thinking. Design thinking can be applied to human, organizational, social, and financial challenges, and is becoming widely sought after in all professional venues.

Design thinking is becoming widely recognized as a third way of working and knowing that is uniquely applicable to the 21st century. Where science asks “what is” and the humanities explore the “quality of that human experience,” design considers and creates “what should be” for a changing tomorrow. The difference in approach is profound. Science is objective; the humanities are subjective; design is practical. Science is concerned with analysis; the humanities with criticism; design seeks synthesis. Science experiments; the humanities work through analogy; design succeeds through modeling. The three approaches are equally important to human progress and equally powerful. Applied across the university, the design approach has much to offer. Interdisciplinary programs inherently encourage exchange of knowledge and ideas as participants in programs begin to interact, sharing information and approaches unique to their “home” discipline. Design Studies is based on the premise that our students will study design as well as other specialty areas in the form of a focused minor area of study.

Program Mission

The Design Studies Program at West Virginia University provides students with a well-

rounded liberal arts education that will prepare them for entry-level positions in a variety of design-related fields. The program faculty members strive to prepare students to understand and use the design process to solve problems and provide creative solutions in both professional and personal settings.

Description of Program

Design Studies is a new major offered by the Division of Design and Merchandising. It is a non-studio major that provides the students with an opportunity to apply design thinking and design principles in an interdisciplinary context. The major is based on a student’s area of interest within the design profession and provides support for that professional direction through design courses, an approved minor, and a custom program that suits each student’s unique needs.

The program is a non-competitive major that is not accredited by CIDA (Council for Interior Design Accreditation). The offering of an interdisciplinary, non-studio design major by West Virginia University is unique in the state and within the University. Design Studies brings together positive aspects of the traditional design major, and the Multi-Disciplinary Studies major to provide a design-focused non-studio program that is flexible and student centered. This major positions graduates for employment alternatives within the design fields that do not require NCIDQ certification and design studio expertise.

Specifically, the major consists of a) University requirements, b) a common design core c) additional design-related courses, d) internship or professional field experience, e) an approved minor contributing to a design-related specialty, and f) a capstone experience. Students take a core of design courses to learn and understand the design language. A minor is required to focus their area of study and provide a context for their design thinking. Finally, design related requirements and recommended electives are

chosen to support the understanding of design in a variety of contexts. The capstone requirement will be met with the addition of a 6-9 hour professional field experience or external study and a 3-hour writing intensive course where students synthesize and present their experiences in the work environment. Each student meets individually with her/his advisor to determine the most appropriate coursework choices for all requirements at the beginning of the semester in which they declare Design Studies the major.

Current Approved Minors

Curriculum for the Design Studies major is determined by the area of interest chosen by the student. The area of interest is explored through an approved minor at the University. Below is a list of minors currently approved for the Design Studies major. For more detail about the curriculum associated with each minor, please see the Design Studies website at <http://www.designstudies.wvu.edu/>.

[Advertising](#)

[Business Administration](#)

[Communications](#)

[Disability Studies \(certificate\)](#)

[Entrepreneurship](#)

[History/Historic Preservation](#)

[Horticulture](#)

[Landscape Studies](#)

[Public Relations](#)

[Studio Art](#)

[Sustainable Design](#)

[Theatre](#)

Additional minors will be included as they are approved and coursework determined.

Scholarships

Numerous scholarships are available through the university, college, and private concerns. While many of the scholarships are awarded in the Spring semester, it is always a good idea to periodically check the websites for new or revised scholarship information. Below are web addresses to guide your search for appropriate scholarships.

Federal student aid: www.fafsa.ed.gov

University scholarships:

www.arc.wvu.edu/FinancialInformation/index.html (click on "Private Scholarship Search")

Davis College scholarships:

<http://www.cafcs.wvu.edu/college/finance/>

GRADUATION REQUIREMENTS FOR DESIGN STUDIES

UNIVERSITY GEC REQUIREMENTS

OBJECTIVE 1: COMMUNICATION

ENGL	101	Composition & Rhetoric	(3)	_____	_____
ENGL	102	Composition & Rhetoric	(3)	_____	_____
				<u>Total 6 Hours</u>	

OBJECTIVE 2: BASIC MATH/SCIENTIFIC INQUIRY

Group A:

MATH	121	Math Concepts	or		
MATH	126	College Algebra	or	(3)	_____
STAT 111 OR 211					

Group B:

BIOL	105	Environ Biol & 106 Lab	(4)	_____	_____
1 other course from this group			(3-4)	_____	_____

Group A, B or C:

Choose 1 additional course			(3-4)	_____	_____
				<u>Total 13-15 Hours</u>	

OBJECTIVE 3: THE PAST AND ITS TRADITIONS

Choose 1 from listed courses			(3)	_____	_____
				<u>Total 3 Hours</u>	

OBJECTIVE 4: ISSUES OF CONTEMPORARY SOCIETY

DSGN	280	Sustainable Design & Develop.	(3)	_____	_____
				<u>Total 3-4 Hours</u>	

OBJECTIVE 5: ARTISTIC EXPRESSION

Choose 1 from listed courses			(3)	_____	_____
				<u>Total 3 Hours</u>	

OBJECTIVE 6: THE INDIVIDUAL IN SOCIETY

UNIV	101	Orientation	(1)	_____	_____
Choose 1 from listed courses			(3)	_____	_____
				<u>Total 4 Hours</u>	

OBJECTIVE 7: AMERICAN CULTURE

Choose 1 from listed courses			(3)	_____	_____
				<u>Total 3 Hours</u>	

OBJECTIVE 8: WESTERN CULTURE

Choose 1 from listed courses			(3)	_____	_____
				<u>Total 3 Hours</u>	

OBJECTIVE 9: NON-WESTERN CULTURE

Choose 1 from listed courses			(3)	_____	_____
				<u>Total 3 Hours</u>	

Total GEC Hours 41- 44

It is the student's responsibility to see that all of the degree and University requirements are met.

NOTE: GEC Requirements, Design-Related Requirements, and Recommended Electives are determined by the minor chosen. Students must consult with the advisor before making course work decisions.

Minimum Hours for Graduation = **128**

DESIGN STUDIES REQUIREMENTS

DESIGN STUDIES CORE

ID	100	Peer Mentoring	(1)	_____	_____
DSM	293	Introduction to Design	(3)	_____	_____
DSGN	293	Sustainable Living	(3)	_____	_____
ID	330	Design for Qual. of Living	(3)	_____	_____
DSGN	490	Professional Seminar	(1)	_____	_____
DSGN	491	Prof. Field Exp. (cap.)	(6-9)	_____	_____
DSGN	493	Design Innovation (W)	(3)	_____	_____
				<u>Total 20-23 Hours</u>	

DESIGN-RELATED REQUIREMENTS

DSGN	340	Design for Energy Efficiency	(3)	_____	_____
ID	125	Design Foundations	(3)	_____	_____
ID	200	ID Materials & Sources	(3)	_____	_____
ID	230	ID History 1	(3)	_____	_____
ID	240	Codes & Construction	(3)	_____	_____
ID	260	ID History 2	(3)	_____	_____
ID	270	Lighting	(3)	_____	_____
ID	293	Drawing for Design	(3)	_____	_____
ARHS	101	Landmarks of World Art	(3)	_____	_____
ARHS	120	Art History1	(3)	_____	_____
ARHS	160	Art History 2	(3)	_____	_____
LARC	212	History Landscape Arch.	(3)	_____	_____
DSGN	491	Additional Field Exp.	(3-6)	_____	_____

Other classes as determined appropriate with advisor

Total 9 Hours

APPROVED MINOR:

Minor course 1	_____	(3)	_____	_____
Minor course 2	_____	(3)	_____	_____
Minor course 3	_____	(3)	_____	_____
Minor course 4	_____	(3)	_____	_____
Minor course 5	_____	(3)	_____	_____
Minor course 6	_____	(3)	_____	_____
Minor course 7	_____	(3)	_____	_____
				<u>Total 15-21 Hours</u>

RECOMMENDED ELECTIVES

Specific courses to be determined with advisor related to choice of minor.

SPA 270 Public Speaking (required)	(3)	_____	_____
1 st semester Foreign Language (req.)	(3)	_____	_____
2 nd semester Foreign Language (req.)	(3)	_____	_____
_____	(3)	_____	_____
_____	(3)	_____	_____
_____	(3)	_____	_____

A minimum of 9 hours must be 300 level classes or above.

Total 15-18 Hours

FREE ELECTIVES

_____	()	_____	_____
_____	()	_____	_____
_____	()	_____	_____
_____	()	_____	_____
_____	()	_____	_____
<u>Total 16-22 Hours</u>			

SUGGESTED SCHEDULE OF COURSES, FALL SEMESTER FIRST YEAR

Required Courses	Credits
WVUE 191 : Orientation	1
ID 100 : Peer Mentoring	1
DSM 293 : Introduction to Design	3
ENG 101 : English Composition and Rhetoric	3
Optional Course (choose two - three for a total of 14 - 17 credit hours)	
MATH requirement	3
Foreign Language	3
Objective/GEC requirement	3

DESIGN STUDIES AND INTERIOR DESIGN COURSE DESCRIPTIONS

Course Name	Course Description
ID 100 : Peer Mentoring	Fall. 1 hr. PR: ID major. New students in design participate in a variety of activities designed to acquaint the students with the program.
DSM 293: Introduction to Design	Fall. 3 hrs. This course introduces students to design as an interdisciplinary methodology and problem-solving process. Design philosophy, elements and principles, composition, universal & sustainable design and aesthetic & functional evaluation will be addressed within the contexts of interior and exterior environments, dress, and products.
DSGN 293: Design Thinking	Spring. 3hrs. This course introduces students to the strategies and processes of design thinking through activities and hands-on projects.
ID 330 : Design for Quality of Living	Fall. 3 hrs. Concept and methodology of design thinking; theoretical base of “quality of living”; design programming toward enhanced quality of living.
DSGN 280: Sustainable Design & Development	Fall. 3 hrs. An overview of social, environmental and economic aspects of the built environment. Site considerations, infrastructure, green buildings, marketing, financing, community. (Local field trips possible).
DSGN 490: Professional Seminar	1 hr. This course will help to prepare students for their internship experience and provide introductory information about pre-professional issues. This course must be taken prior to DSGN 491 Internship hours.
DSGN 491: Capstone: Professional Field Experience	Fall, Spring & Summer, 1-15 hrs. PR: Consent (may be repeated up to a maximum of 15 hours). Prearranged experiential learning program, to be planned, supervised, and evaluated for credit by faculty and field supervisors. Involves temporary placement with public or private enterprise for professional competence development.
DSGN 493 (W): Capstone: Design Innovation	Spring. 3 hrs. PR: DS 491. Research presentation and discussion of topics of mutual concern to students and faculty related to students’ professional field experiences and external study experiences.

MINIMUM PROGRAM REQUIREMENTS DESCRIPTION AND GUIDE

The following minimum requirements are set to insure that students who graduate from the program will have the appropriate skill level and knowledge to succeed in their chosen field of professional work. Design Studies requires a minimum of 128 credit hours for graduation.

First-Year Level

Students should begin the Design Studies program with an introduction to design as provided in the following first-year courses: DSM 293 and ID 100. Students interested in exploring the application of design principles may also take ID 125 in the Spring semester.

Design Studies is an open-enrollment major for incoming Freshmen. Students may also transfer into the major during either Fall or Spring semesters as long as they meet the minimum entry requirements. ***Transfer students must have an overall GPA of a 2.5 to apply for acceptance into the Design Studies major.*** It is advisable that students interested in transferring into the major make an appointment with the Advising Center (contact Joy Patterson at joy.patterson@mail.wvu.edu) to discuss details prior to officially transferring paperwork.

Second, Third, and Fourth Year Levels

All Design Studies students are required to maintain at least an overall 2.25 GPA to remain in the program with good academic standing

- Students' grades will be monitored each semester.
- Any student who has an overall GPA below 2.25 will be notified and put on academic probation for the upcoming semester. It will be necessary for the student to raise their GPA to the required 2.25 in order to continue in the Design Studies major coursework.
- Students who have an overall GPA below the required 2.25 will not be allowed to enroll in DSGN or ID coursework until the GPA has returned to the minimum required.
- Students who have not been permitted to enroll in Design courses because of a low GPA may enroll in Design courses after they have met the appropriate GPA, space permitting.

All Design Studies students are required to earn at least a "C" in each required Interior Design and Design Studies course.

- Students' grades in DSGN, DSM, and ID courses will be monitored each semester.
- Any student who has earned a grade of D or lower in any of the DSGN or ID courses will be notified of the problem and will be expected to repeat the course and earn a grade of "C" or above prior to graduation.

NOTES

ADVISING

in the Division of Design & Merchandising

Academic advising is a collaboration between student and advisor. To better serve our student population, the Division of Design & Merchandising has established an onsite Advising Center in the 702 Administrative Bay, staffed by Ms. Joy Patterson. Ms. Patterson's primary responsibility is the academic success of our students and the integrity of their student records. Ms. Patterson attends all training sessions for Academic Advisors at WVU as well as regional and national annual conferences. She maintains daily communications with the registrar's office, and is the best informed member of our team when it comes to the mechanics of completing the requirements of your major and accurately documenting your progress. Ms. Patterson is personally committed to your success at WVU and can be enormously helpful if you learn to work well with her. As your advisor she will:

- Be in touch with each student prior to the registration window each semester.
- Collaborate with students to develop academic goals.
- Assist students in making academic decisions consistent with interests, abilities, and goals.
- Provide a respectful and supportive atmosphere.
- Listen carefully and respect students' questions, concerns, and problems.
- Provide referrals and resources when appropriate for students' needs.
- Say "no" or present alternatives when appropriate.
- Maintain confidentiality according to established standards (FERPA).
- Strengthen advising skills through professional development opportunities, both on and off campus.

EXPECTATION OF STUDENTS

Students are responsible for knowing their chosen major degree requirements, relevant policies, deadlines, and for consulting with their advisor. Students are expected to:

- Refer to *Advising Booklet* for program requirements and policies.
- Keep a record in the *Advising Booklet* of academic progress.
- Consult with advisor when considering course schedule changes.
- Be on time for advising appointments.
- Come to appointments prepared with questions and/or topics to discuss.
- Accept responsibility for decisions and actions.
- Utilize campus resources to enhance academic experience and develop professional goals.
- Notify the advisor of any change in contact information such as address, cell phone number, and emergency contact person.

I am available year round in my office at 702 Allen Hall. I can be reached by e-mail at Joy.Patterson@mail.wvu.edu and by phone at 304-293-3635. You may make an appointment or stop by with a quick question. Faculty Advisors remain readily available for more global life questions such as "should I study abroad?", "should I go to graduate school?" or "do you know of any good internships?"