

ARTD445 – SEMINAR IN DESIGN
SECTION TITLE: STRATEGIC DESIGN
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09:30 – 12:10 R
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Organizations are increasingly consulting designers to help make strategic decisions, such as what new product/service systems should be offered, how should those be communicated, and to what demographic? Designers are in a unique position to help make these decisions, because the human-centered design process creates grounded knowledge about possible futures. During this course, students will have the opportunity to develop 3 core skills related to strategic design thinking: visioning, innovation, and creating solutions embedded in new business models.

