



MFA PRODUCTS OF DESIGN FACT SHEET

The MFA in Products of Design aims to transform designers into strategic agents of change who can tackle the global challenges facing product design and the business of making. Through a combination of design thinking, design making, and design doing, students are immersed in hands-on physical exploration, rigorous investigation, and strategic intent—helping them discover and define a strong point of view and professional readiness for new value creation. Graduates are prepared to hold professional positions at top design firms, to create valuable enterprises of their own and to become lifelong advocates for the power of design.

The two-year, 60-credit program trains exceptional practitioners for leadership roles in the shifting terrain of design. The first-year experience is grounded in project-based work complemented by speakers and field trips. The second year focuses on business structures, environmental stewardship, design metrics, strategy, entrepreneurship and delight. The year-long thesis project generates change-making, multidisciplinary work around a chosen field of inquiry, resulting in a comprehensive set, documentation, design fluencies and a professional network of advisors ready to help graduates move into professional practice.

The inaugural class starts in the fall of 2012.

Department chair

Allan Chochinov, partner at Core77

Faculty members

The faculty will include: Marc Alt, founder, publisher, Open Source Cities; Paola Antonelli, senior curator, Department of Architecture and Design, The Museum of Modern Art; Emilie Baltz, creative director, BALTZ WORKS; Ayse Birsell, founder, co-principal, Birsell + Seck; Scott Chapps, co-founder, creative director, ChappsMalina Inc.; Brian Chui, designer; Michael Chung, designer, photographer, filmmaker; Andrew H. Dent, vice president, Library and Materials Research, Material ConneXion; Carla Diana, senior designer, Smart Design; Tina Roth Eisenberg, founder, SwissMiss Studio, creative director, organizer of lecture series, CreativeMornings; Ingrid Fetell, human factors specialist, IDEO; Bart Haney, account lead, Fuseproject, founder, Superhappybunny; Claire Hartten, sitopian designer, researcher, project developer; Monica Khemsurov, co-editor, Sight Unseen, co-founder, curator, Noho Design District, writer; Julie Lasky, editor, Change Observer; David Malina, co-founder, ChappsMalina Inc.; Sigi Moeslinger, partner, Antenna Design New York Inc.; Jay Parkinson, co-founder, The Future Well, co-founder Hello Health; Andrew Schloss, director, Brand, Reinstein/Ross, Goldsmiths; Jason Severs, principal designer, principal lead, frog design; Jill Singer, co-editor, Sight Unseen, co-founder, curator, Noho Design District, writer, curator; Sinclair Smith, industrial designer; Becky Stern, associate editor, video producer, Maker Media (MAKE: magazine, craftzine); Richard Tyson, co-founder, managing principal, Helsinki Group; Masamichi Udagawa, partner, Antenna Design New York Inc.; Jen van der Meer, managing director, Dachis Group; Rob Walker, freelance journalist, New York Times Magazine, Slate.; Helen Walters, writer, researcher, Doblin; Amy Whitaker, author, creative strategist; and John Zapolski, co-founder, Fonderie47.

For further information, please visit our Web site at <http://productsofdesign.sva.edu/>.