



MARKET ANALYSIS

Interdisciplinary Design
Programs

Prepared for Evergreen State
College

April 2020

In the following report, Hanover assesses demand for interdisciplinary design undergraduate programs, specifically highlighting demand trends within the Far West region. This report includes an examination of student demand and an analysis of potential competitor programs.



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EXECUTIVE SUMMARY

RECOMMENDATIONS

Based on an analysis of degree completions and market competitors, Hanover recommends that the Evergreen State College (Evergreen):

Offer a multidisciplinary design track.

The growing demand for technically savvy designers suggests that students will be attracted to a multidisciplinary program including a design area, thus revealing a business opportunity for Evergreen. Furthermore, competitive conditions are favorable, as Evergreen would face relatively few local competitors.

Additionally, four of the eleven benchmarked institutions offer concentration areas relating to computer science, media, and art to allow students to apply design techniques across fields. Although the number and focus of concentrations vary among competitors, Hanover recommends Evergreen use these concentration areas as examples to provide students with a path that would integrate components of the identified areas. East Stroudsburg University is an excellent example of curricular integration of multiple concentration areas within a design program.

Include an experiential learning opportunity to increase students' employability skills.

Most of the benchmarked programs include an experiential learning requirement that accounts for 3-15 of the major credits. Hanover recommends that Evergreen includes a capstone project or internship as part of the program requirements to provide students with the opportunity to apply their skills and increase their employability.

KEY FINDINGS

Growing demand for tech-savvy designers is expected to boost student demand for interdisciplinary design programs.

The decreasing volume of traditional design-related bachelor's degrees conferrals suggests the need for educational institutions to embrace a cross-disciplinary approach to meet the industry demands. The increasing demand for technologically skilled designers indicates that an interdisciplinary design program would attract prospective students.

The market for interdisciplinary design undergraduate programs is not saturated, particularly in Washington and the Far West region.

Hanover identified only three potential competitors offering interdisciplinary design bachelor's degree programs in the Far West: California State University-Fresno, Highline College, and the University of Oregon. Moreover, ten of the eleven benchmarked programs are traditional 4-year bachelor's degree programs.

FAST FACTS



11

Number of interdisciplinary design programs included in this analysis.



74

Median major credits in interdisciplinary design benchmarked programs.



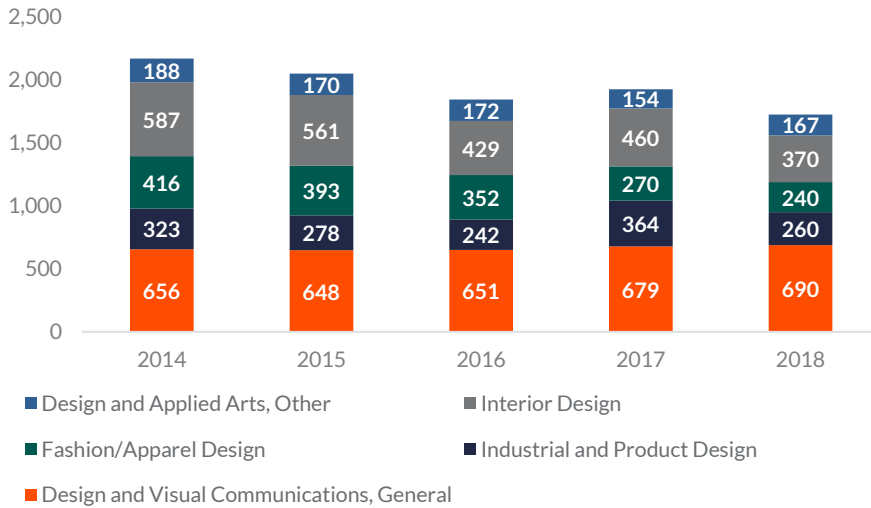
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Number of benchmarked programs with an experiential learning requirement.

STUDENT DEMAND ANALYSIS

REGIONAL DEGREE COMPLETIONS

Regional distribution of design-related bachelor's degrees completions from 2014 to 2018



TOTAL DEGREE COMPLETIONS

Aggregate degree completions by geographic level (2018)

| | Washington | Far West | National |
|-------------------------------------------|--------------|--------------|---------------|
| Design and Visual Communications, General | 136 | 690 | 2,893 |
| Industrial and Product Design | 45 | 260 | 1,729 |
| Fashion/Apparel Design | 21 | 240 | 2,081 |
| Interior Design | 74 | 370 | 2,751 |
| Design and Applied Arts, Other | 1 | 167 | 722 |
| Total Completions, Observed Fields | 277 | 1,727 | 10,176 |
| Growth Rate, Observed Fields | -5.6% | -5.5% | -2.4% |
| Growth Rate, All Fields | 1.1% | 1.9% | 1.5% |

Source: [IPEDS](#)

ANALYSIS

Enrollment in traditional design-related bachelor's programs has decreased in the last four years.

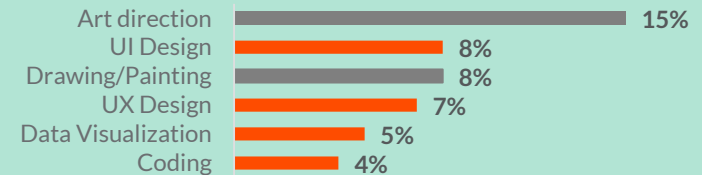
From 2014 to 2018, design-related bachelor's degree conferrals has decreased at all geographic levels. This trend is stronger at the state and regional levels. Degree conferrals fell at an annualized rate of 5.6 percent in Washington and 5.5 percent in the Far West, while observed declined at the national level was 2.4 percent per year in the same period.

The need for interdisciplinary skills among designers is boosting the creation of integrated design education programs.

Design professionals typically work within a wide range of disciplines, as design firms use interdisciplinary design systems to serve their clients best. Therefore, there is an increasing interest in extending this [interdisciplinary model](#) into education programs to shape the next generation of designers. In this model, students "must be allowed to explore design beyond their focus through cross-disciplinary projects and classes."

GROWING DEMAND FOR TECH-SAVVY DESIGNERS

[LinkedIn](#) has identified technology-related skills, such as blockchain and artificial intelligence, among the most in-demand employable skills. This trend is also observed among designers, as [Design Census](#) reveals, technology-skills are highly ranked among designers:



COMPETITOR ANALYSIS

ANALYSIS

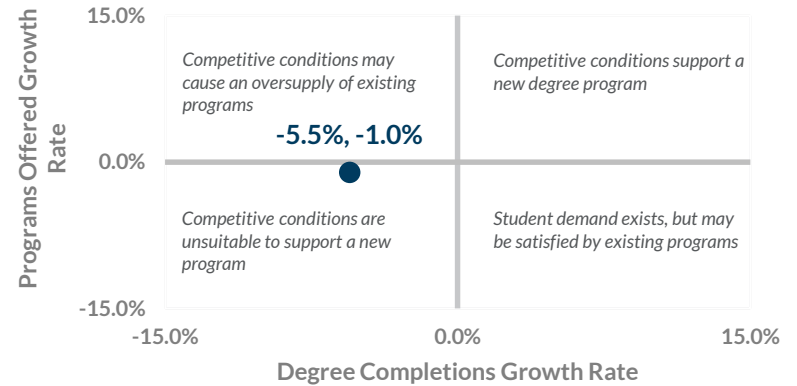
Competitive conditions support a new interdisciplinary design undergraduate program.

Although the market of traditional design bachelor's degree programs is saturated, high-level research suggests favorable competitive conditions for a new interdisciplinary design undergraduate program in Washington.

Based on a search of related programs, Hanover identified ten bachelor's degree programs and one minor to benchmark across the nation. Cross-disciplinary undergraduate curricula in arts and design were considered. Hanover recognized only three potential competitors in the Far West Region: California State University-Fresno, Highline College, and the University of Oregon.

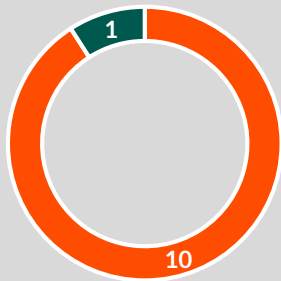
REGIONAL MARKET SATURATION

Within the Far West do competitive conditions support an additional integrative design undergraduate program?



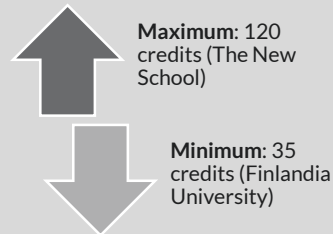
PROGRAM CHARACTERISTICS

DEGREE TYPE



■ Bachelor's degree ■ Minor

MAJOR CREDIT REQUIREMENTS



Median Major Credits: 74

Median Total Credits: 120

DELIVERY FORMAT



11 of 11 benchmarked interdisciplinary design programs offer an on-campus format.



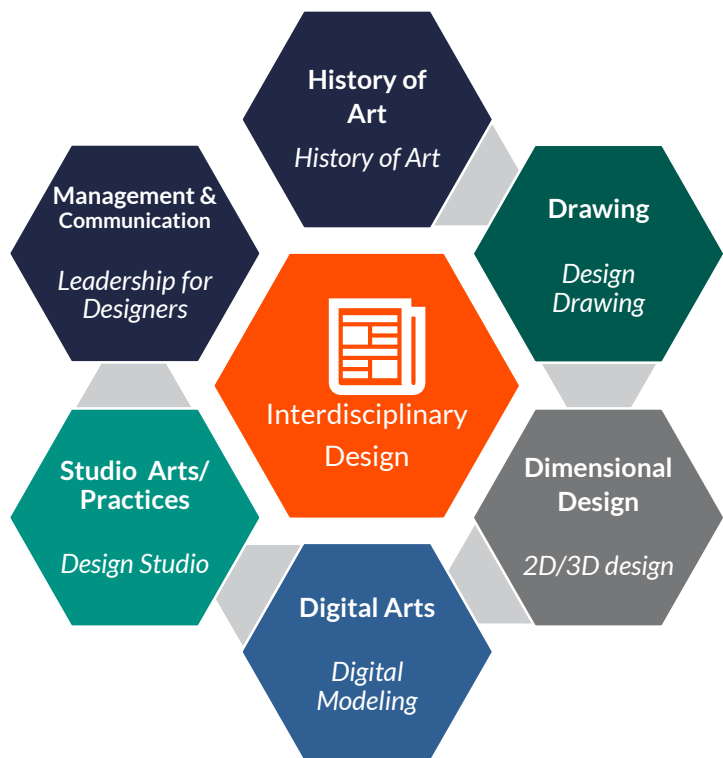
1 of 11 benchmarked interdisciplinary design programs (Highline College) offer online and hybrid formats in addition to the on-campus format.

PROGRAM ANALYSIS

COMMON COURSEWORK

Most interdisciplinary design programs are built around a core curriculum covering the arts and technology, digital media, and design.

The figure below lists the most commonly required courses among benchmarked interdisciplinary design programs, as well as sample course titles for each category. Wesleyan University's program stands out as it is the only one offering data analysis and engineering-related courses.



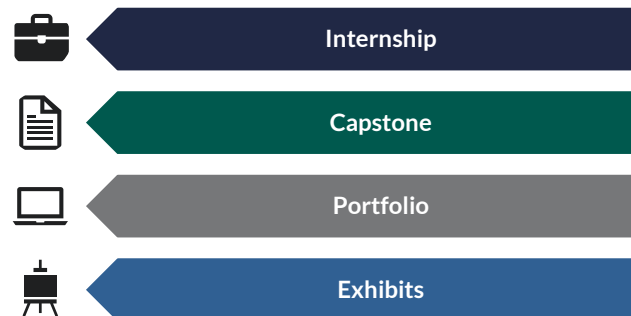
CONCENTRATIONS

Four of the 11 benchmarked interdisciplinary design programs offer specializations. Both East Stroudsburg University and Purdue University offer four concentrations. In contrast, The New School and Wesleyan University's programs include more than ten concentration areas. Outstanding specialization topics include:



EXPERIENTIAL LEARNING

Most of the benchmarked interdisciplinary design programs include an experiential learning option during the last year. Experiential opportunities account for 3-15 of the major credits.



PROGRAM BENCHMARKING

Benchmarked programs are offered by institutions across the nation. Institutions are listed in alphabetical order.

| Institution | Program | Delivery Methods | Credits/Length | Core Curriculum | Concentrations | Experiential Learning | Sample Curriculum Topics |
|-----------------------------------------------------|-----------------------------------------------------|-------------------------------|------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| California State University, Fresno Fresno, CA | B.A. in Integrated Design | On-campus | 120 total credits 69-70 major credits | 14 courses (49 credits) <ul style="list-style-type: none"> History of Art Design Drawing | -- | -- | <ul style="list-style-type: none"> Graphic Design: Computer Imaging Dimensional Design Printmaking |
| East Stroudsburg University East Stroudsburg, PA | B.F.A. in Integrated Art and Design | On-campus | 60 major credits | 5 courses (15 credits)- <ul style="list-style-type: none"> Basic Drawing 2D Design 3D Design History of Art | <ul style="list-style-type: none"> Fine and New Media Art Graphic Design Product Design | <ul style="list-style-type: none"> Field experience and Internship (3-15 credits) required for Graphic Design and Product Design concentrations | <ul style="list-style-type: none"> Basic Drawing Two-dimensional Design Three-dimensional Design |
| Finlandia University Hancock, MI | B.F.A. in Integrated Design | On-campus | 124 total credits 35 major credits | 17 courses (50 credits) <ul style="list-style-type: none"> 5 courses of craft/art history 12 courses of art and design | -- | -- | <ul style="list-style-type: none"> Sustainable Design Systems Technical Aspects of Materials Digital Modeling & Rendering |
| Highline College Des Moines, WA | B.A.S. in Integrated Design | On-campus Online Hybrid | 120 total credits 60 major credits | 11 courses (55 credits) <ul style="list-style-type: none"> Design Theory Creative Design Diversity and Inclusive Design | -- | <ul style="list-style-type: none"> Capstones (2) and internship required | <ul style="list-style-type: none"> Interactive Technology Design Systematic Team Process Cross-Disciplinary Design |
| Iowa State University Ames, IA | B.F.A. in Integrated Studio Arts | On-campus | 126.5 total credits 80-82 major credits | 17 courses (43 credits) <ul style="list-style-type: none"> 4 design courses 13 integrated studio arts courses | -- | <ul style="list-style-type: none"> Professional practice and internship required (5-6 credits) | <ul style="list-style-type: none"> Design Culture Design Studio Design Representation Computers Sources/Methods of Design |
| Purdue University West Lafayette, IN | B.F.A. in Integrated Studio Arts | On-campus | 126 total credits 78 major credits | 16 courses (45 credits) <ul style="list-style-type: none"> 5 courses of art and design 6 courses of integrated studio arts 5 courses of art history | <ul style="list-style-type: none"> 2D Extended Media Art, Culture, and Technology Craft & Material Studies | <ul style="list-style-type: none"> Studio arts professional practice/senior exhibition | <ul style="list-style-type: none"> Computers in Art Physical Computing Variable Topics in Electronic and Time-Based Art |

Source: Institutional Websites (see embedded hyperlinks)



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|--------------------------------------------------------|---------------------------------------------------------------------------|------------------|--------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| The New School* New York, NY | B.F.A. in Integrated Design | On-campus | 120 major credits | 29 courses (87 credits) <ul style="list-style-type: none"> Integrative Studios Integrative Seminars Lectures Recitations | 15 pathways <ul style="list-style-type: none"> Alternative Fashion Strategies Creative Coding Data Visualization | -- | <ul style="list-style-type: none"> Integrative Studio Sustainable Systems Space/Materiality Drawing/Imaging Integrated Media |
| University of Illinois at Chicago Chicago, IL | B.A. in Design Studies | On-campus | 120 total credits 90 major credits | 22 courses (84 credits) <ul style="list-style-type: none"> 4 pre-design studies (studio) core classes 18 design courses. | -- | <ul style="list-style-type: none"> Professional practice project (4 credits) | <ul style="list-style-type: none"> Digital Media Design Interaction and Systems Design Research Methods |
| University of Massachusetts-Dartmouth Dartmouth, MA | B.F.A. in Integrated Studio Arts | On-campus | 120 total credits 45 major credits | 7 courses (21 credits) <ul style="list-style-type: none"> History of Art Digital Essentials Struct Drawing | -- | <ul style="list-style-type: none"> Professional practice or capstone required (3 credits) | <ul style="list-style-type: none"> Visual Arts Seminar 2D Form and Surface 3D Form and Space |
| University of Oregon Eugene, OR | B.F.A. in Art & Technology | On-campus | 180 total credits 118 major credits | 6 courses (12 credits) <ul style="list-style-type: none"> Core Interdisciplinary Laboratory Drawing | -- | -- | <ul style="list-style-type: none"> Surface, Space & Time Print Media Digital Arts Time-based Digital Arts Interactive Digital Arts |
| Wesleyan University Middletown, CT | Integrated Design, Engineering, and Applied Science Minor | On-campus | 6 credits | 2 core courses (2 credits) <ul style="list-style-type: none"> 1 project-based design and engineering course 1 project-based design & arts course | 13 modules <ul style="list-style-type: none"> 2D Design 3D Design Computer Digital Design Environmental Materials Sciences Performance Design | <ul style="list-style-type: none"> Online or physical portfolio required | <ul style="list-style-type: none"> Introduction to Design and Engineering Introduction to Sensors, Measurement, and Data Analysis Form And Code |

Source: Institutional Websites (see embedded hyperlinks)

*A maximum of 60 credits can be transferred from another institution





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