

# DEPARTMENT OF DESIGN

→ DEFINING THE FUTURE OF CREATIVITY

The Department of Design in York's School of the Arts, Media, Performance and Design (AMPD) is internationally recognized for excellence, with alumni competing on the global stage. Offering a unique blend of practice, theory and history, the program attracts 1,000 applicants each year, for 120 first-year positions in the program. Students choose AMPD Design for its rigorous education, ties to industry partners, and focus on visual communication, information and interaction design.

## THE LANDSCAPE

Today, design is both a practice and a product—a novel way of thinking and approaching the world, with an aptitude for identifying the messages we convey, their tone, and the form they take. Designers think in terms of systems and networks, making them well-suited to tackle today's complex problems.

## OUR VISION

Our vision for students who study design is an inquiry-based environment using mobile devices, informal gathering areas and collaboration with peers from across the university. By supporting immersive technology, and through the creation of new design and testing laboratories, faculty researchers and students will develop imaginative solutions for health, retail marketing and manufacturing applications. Real-world learning will go beyond studio-based courses to include third-year external placements and a chance to study abroad for a richer, more diverse perspective.

## THE OPPORTUNITY

The Department of Design was founded in 1999, with a vision for the union between applied and academic education. Seventeen years later, the marketplace and student expectations have evolved to recognize that challenges are best solved through collaboration with partners in business, technology, health and academia, and not through design alone. Our students pursue creative solutions to real-world problems involving social media and user experiences; designs for immersive experiences and smart technology; and the discovery of new knowledge through the visual presentation of complex information. Students — and the employers who hire them — are actively engaged in the big questions about the role of design in managing large bodies of knowledge, accelerating innovation and creating economic value.

## YOUR INVESTMENT

Gifts to one of the following priority areas will help foster innovation by the next generation of designers:

- a **UX Lab to support** prototype production and usability testing of digital products, including studio space and dedicated enclosed spaces with 2-way mirrors for observation, computers, cameras, video capture and tracking software
- an **Immersive Computing Lab** and the technology required for simulation and the development of VR interfaces, including VR technology, sensors, 360° video and recording equipment and modular video monitors
- **visiting professors-of-practice** with expertise in user experience, interaction and immersive technology and data visualization
- **scholarships and bursaries** to facilitate and enhance opportunities for international experience through exchanges and placements

## YOUR IMPACT

Your investment will be a catalyst for change by helping the Department of Design:

- create new spaces for learning that matches the skills, imagination and versatility of today's design students
- redefine design education to match the profession's changing role in a high-tech, knowledge economy
- prepare graduates for a fast-paced, collaborative career on a global stage

### HIGH DEMAND GRADUATES

York's design graduates are in high demand by top design firms and agencies worldwide. Since 2014, Facebook has continued to visit our department on an annual basis to recruit students for internship and employment opportunities. Other alumni are defining their creative future through leading employers from around the world, working for Google, Wikimedia, IBM, LinkedIn and the New York Times Magazine.

---

## CONTACT US

For more information about York's Department of Design and how you can help define our creative future today, contact:

[ampd.yorku.ca](http://ampd.yorku.ca)

## ALASDAIR HOOPER, CFRE

Senior Development Officer  
Office of the Dean  
416.736.2100 x33118  
[ahooper@yorku.ca](mailto:ahooper@yorku.ca)