CERTIFICATE

# PUBLIC INTEREST DESIGN

**NC STATE** College of Design

**Introduction**

Public Interest Design is a participatory and issue-based design practice that places emphasis on the "triple bottom line" of sustainable design that includes environmental, economic, and social challenges across the world. Public Interest Design seeks to broaden access of the benefits of design to all of the general public. By connecting the design process to global issues, Public Interest Design helps further establish the public value of design to a broader audience and provides designers with a larger platform to affirm the value of all the design disciplines.

The built and natural environments, including the spaces in which we live and work, the products we consume, and the messages we receive, have a powerful impact on how we function in society. Good design requires attention and sensitivity to social, economic, political, cultural and behavioral issues. The aim of all curricula at the College of Design is to develop the designer's perception, knowledge, skills and problem-solving abilities in order to prepare students for a successful career – and life. Public Interest Design provides one area of study that links design education and professional practice with the knowledge and skills to address global issues.

The strength of Public Interest Design at the NCSU College of Design extends back into the late 1960's, with a recognized history of community-based service through the teaching legacies of many faculty. This certificate would allow the College of Design to build on past leadership in public service and to strengthen the institution's role as a global leader in Public Interest Design. Both the millennial generation and current practitioners desire the knowledge of how to use their design education and professional skills to serve the public meaningfully.

This certificate allows the College of Design (COD) to further align its research, education and outreach activities with the strategic plans of the university. The proposed certificate aligns with the following stated goals from Pathways to the Future, NCSU Strategic Plan, 2011-2020: "We see an educational institution that nurtures graduates ready to enter productively into society with skills, an inquiring mind, global awareness, and a sense of social responsibility." The Plan includes:

- Applying innovative solutions to societal problems at the local, state, national and global levels.

- Facilitating interactions among extraordinary minds engaged with complex real-world problems.

- Promoting an integrated approach to problem solving that transforms lives and provides leadership for social, economic and technological development across North Carolina and around the world.

**Program Objectives**

The graduate level certificate program in Public Interest Design will provide education in this rapidly emerging field. The curricular content, which is research, classroom and field based, educates students and professionals in how to

use design to address a range of critical challenges that communities face in the world. This is an opportunity to further align the teaching, research and outreach of all the design departments of the College of Design with the mission of the University. This certificate would capitalize on NCSU's past leadership and current faculty, as well as join the growing cultural momentum to provide expanded public service.

The programs objectives are to educate students to:

    a.  analyze precedents of how Public Interest Design is and can be a meaningful part of professional practice;

    b.  describe one model of professional practice in Public Interest Design;

    c.  identify public need for design that can address community challenges;

    d.  determine a design project's social, economic, environmental impact on a community;

    e.  document stakeholders and assets that can address project challenges;

    f.  test a process of working with a community as a design partner;

    g.  apply a collaborative process with multiple stakeholders.

**Market for Graduates**

Public and pro bono services are an integral part of the Architecture and Landscape Architecture professions. The motivation to "improve quality of life in communities" has been documented as the second main reason that people enter the profession of architecture. In 1996, Ernest L. Boyer and Lee D. Mitgang conducted a survey of architecture students and asked the following:[1]

> *Please rank the most important reasons for entering the architecture profession:*

> > Top reason given: *Putting creative abilities to practical use:*
> > *44% gave as first reason for entering the profession of architecture.*

> > Second most often reason given: *Improving quality of life in communities*
> > *22% gave as first reason for entering the profession of architecture.*

If we combine these top two reasons, we arrive at a working definition of Public Interest Design: "the desire to improve quality of life in communities" by "putting creative abilities to practical use."

Two more recent surveys, one of American Institute of Architects members and another of a sample of students at the Harvard Graduate School of Design, document the current strong interest for a public-based practice.

The following are the results of a 2011 survey of the graduate student body in all design degree programs at Harvard's Graduate School of Design, conducted through the GSD Student Services with Bryan Bell as Principal Investigator:

---

[1] *Building Community: A new future for architecture education and practice;* Ernest L. Boyer and Lee D. Mitgang*;* The Carnegie Foundation for the Advancement of Teaching, Survey on Education of Architects, 1996*;* p. 9

*Please rank the three most important reasons you chose to enter the profession of architecture:*

*Putting creative abilities to practical use:*
*As first reason: 63%*
*As second reason: 17%*
*Third reason: 20%*

*Improving quality of life in communities*
*As first reason: 26%*
*As second reason: 46%*
*As third reason: 28%*

The following are the results of the 2011 survey of a representative national sample of AIA members as part of the 2010 Latrobe Prize research, *Wisdom from the Field*, funded by the College of Fellows of the AIA and conducted by Roberta Feldman, Sergio Palleroni, David Perkes and Bryan Bell. The need for training in Public Interest Design was clearly identified in the Latrobe survey. The results provide evidence that the lack of training in this field was a major obstacle in succeeding in a career in public interest design:

a. 54% of survey respondents identified the lack of "necessary identified expertise and training" as an obstacle to successful practice of Public Interest Design;

b. 72% identified the lack of on-the-job training in public interest design as an obstacle;

c. Seven specific learning objectives were identified as needed for a successful practice in PID;

d. 20% of survey respondents knew architects who left the field of architecture because of dissatisfaction with how it served local communities, showing that failing to accomplish this goal is a clear and tangible loss for the profession in terms of trained and licensed practitioners.

Similarly, confirmation of the desire among students for education, training in public interest design was also found through the survey of the graduate student body at the Harvard Graduate School of Design:

a. If training in Public Interest Design were available to you now, how likely – if at all – would you be to pursue it?
Very likely: 26%
Somewhat likely: 52%

b. How would you choose to gain additional expertise and training in Public Interest Design?
Please check all that would be of interest.
Classes at my school: 73%
An independent service program like a summer design/build studio: 68%
Independent training sessions organized by and located at a university: 24%
On-line webinars: 7%

This data provides indicators of a nation-wide demand for such a certificate program, among both professionals and students. The growth of Public Interest Design as a professional practice means that the motivations of students and professionals to serve the public and communities can be part of their full-time or part-time of a professional career.

**Enrollment Projection**

Currently, there is only one certificate program in PID, which is offered at Portland State University in Oregon. Thus, developing this certificate is an opportunity for the NCSU College of Design to become further recognized for one of

its strengths and offer a specific program of study in a highly sought field through the first certificate program in the eastern United States.

It is anticipated that there will initially be four students growing to ten students enrolled per year by Year 4.

**Proposing Departments**

The School of Architecture and the Department of Landscape Architecture are co-applicants of the Public Interest Design Certificate. Elective courses have been identified throughout the four academic departments that comprise the College of Design: School of Architecture, Landscape Architecture, Art + Design, and Graphic Design and Industrial Design.

Beyond the design disciplines, Public Interest Design practices rely on diverse stakeholders to achieve positive impact.  Rather than the professional/client transactional relationship of traditional design practice, Public Interest Design takes a shared-expertise approach where the assets of multiple stakeholders are recognized, respected and applied to the design solution – including governmental entities and funding sources in addition to community members, etc.

> *Most practitioners found they needed to expand their conventional professional roles and services to include planning, research, advocacy strategies, and others to meet the public needs of a project. This required cultivating new skills and strategies and building relationships with experts in other fields, representatives of various non-profits, and/or government officials to facilitate projects.*
> 2011 FAIA Latrobe Prize Research Report, "Wisdom from the Field"
> Roberta Feldman, Sergio Palleroni, David Perkes and Bryan Bell

**Certificate Program Coordinator**

Bryan Bell, Associate Professor
301B Brooks Hall
North Carolina State University
919-637-2804
bbell@ncsu.edu

**Faculty Participants**

School of Architecture:
Robin Abrams, Professor
Tom Barrie, Professor
Bryan Bell, Associate Professor
David Hill, Department Head and Professor
Sara Queen, Associate Professor
Katie Wakeford, Assistant Professor of Practice
Ellen Cassilly, Instructor
Randy Lanou, Instructor

Department of Landscape Architecture
        Gene Bressler, Emeritus Professor
        Gavin Smith, Professor
        Celen Pasalar, Assistant Dean for Research and Extension, Assistant Professor,
        Architecture/Affiliate PhD Faculty
        Kofi Boone, Associate Professor
        Emily McCoy, Lecturer

Art + Design
        Cecilia Mouat Croxatto, Assistant Professor
        Tania Allen, Assistant Professor
        Pat Fitzgerald, Associate Professor

Industrial and Graphic Design Department
        Russell Flinchum, Associate Professor

## Academic Requirements for Participants

Certificate students are expected to complete a total of 15 hours of coursework. Participants not in the College of Design would pursue Option 3 which does not include design studios. Additionally, it is possible to earn this certificate as a post-baccalaureate, non-degree seeking student. In addition,

There are three methods of fulfilling this requirement:

Option 1

| | |
|---|---|
| ARC 563 Public Interest Design Seminar: Case Studies and Current Issues | 3 credit hours |
| Two (2) approved design studios | 12 credit hours |
| Total | 15 credit hours |

Option 2

| | |
|---|---|
| ARC 563 Public Interest Design Seminar: Case Studies and Current Issues | 3 credit hours |
| One (1) approved design studios | 6 credit hours |
| Two (2) approved seminars | 6 credit hours |
| Total | 15 credit hours |

Option 3

| | |
|---|---|
| ARC 563 Public Interest Design Seminar: Case Studies and Current Issues | 3 credit hours |
| Four (4) approved seminars | 12 credit hours |
| Total | 15 credit hours |

## Required Coursework

All studios and seminars taken for certificate credits must be either: (1) be listed below, or (2) approved by the Certificate Coordinator prior to the student's enrollment in the proposed course.

Successful completion of the following seminar is required for all PID Certificate students:

| ARC 563 Public Interest Design Seminar: Case Studies and Current Issues | 3 credit hours |
|---|---|

Successful completion of between 6 and 12 credit hours from the following courses may be included towards the completion of the PID Certificate:

| LAR 500 Community Planning and Design Studio | Studio | 6 credit hours |
|---|---|---|
| ARC 503* Affordable Housing Studio | Studio | 6 credit hours |
| ARC 503* PID Incubator Studio | Studio | 6 credit hours |
| ARC 503* Coastal Dynamics Studio | Studio | 6 credit hours |
| ARC 503* Design Build Summer Studio | Studio | 6 credit hours |
| LAR 582 Coastal Dynamics Studio | Studio | 6 credit hours |
| LAR 582 Introduction to Research Methods | Seminar | 3 credit hours |
| LAR 578 Environmental Social Equity in Design | Seminar | 3 credit hours |
| LAR 579 Human Use of the Urban Landscape | Seminar | 3 credit hours |
| LAR 582 Performance and Metrics | Seminar | 3 credit hours |
| ID 582 Human Centered Design | Seminar | 3 credit hours |
| ADN 592/ARC 590: DIY Cartography | | |
| ARC 590 Special Topics - topics vary, by approval of PID Certificate Coordinator | Seminar | 3 credit hours |
| LAR 582 Special Topics - - topics vary, by approval of PID Certificate Coordinator | Seminar | 3 credit hours |
| ADN 502 Documentary Film | Seminar | 3 credit hours |
| ADN 503* Introduction to Practice Based Research on Art and Design | Seminar | 3 credit hours |
| ADN 503* Storytelling Through Films | Seminar | 3 credit hours |

*Only these pre-approved sections of ARC 503 and ADN 503 are eligible for credits
*NOTE – not all courses are taught every year.*

Successful completion of up to 6 credit hours from the following courses in other NCSU Public Administration Departments may be included towards the completion of the PID Certificate:

| PA 510 Public Policy Analysis | Seminar | 3 credit hours |
|---|---|---|
| PA 512 Public Budgeting | Seminar | 3 credit hours |
| PA 521 Government and Planning | Seminar | 3 credit hours |
| PA 535 Problem Solving for Public and Nonprofit Organizations | Seminar | 3 credit hours |
| PA 536 Management for Nonprofit Organizations | Seminar | 3 credit hours |
| PA 546 Program Evaluation | Seminar | 3 credit hours |
| PA 553 Disasters and Public Policy | Seminar | 3 credit hours |
| PA 598 Grant Writing and Management | Seminar | 3 credit hours |
| ES 495-601 | NR 595-601 Environmental Behavior Change -- online | Seminar | 3 credit hours |

Successful completion of up to 6 credit hours in other NCSU departments other than the College of Design and the Department of Public Administration can count towards PID Certificate if given approval by PID Certificate Coordinator at the time of application to the PID Certificate program.

All coursework for the PID Certificate must be a registered NC State University course. Transfer credit from other institutions is not allowed.

**Additional Opportunities**

Students in the Public Interest Design Certificate Program will join an academic and professional community that offers a broad range of extracurricular activities. These include the College of Design visiting lecturers and membership in student organizations, such as the American Institute of Architecture Students' Freedom by Design program, which organize community-based design/build projects.

**Application Process**

Students must apply on-line through the College of Design website to participate in the certificate program, (https://design.ncsu.edu/academics/architecture/#overview). The PID Certificate application process is a separate process from application to admission for NCSU departments. To qualify for admission to the Certificate in Public Interest Design, students must meet one of the following criteria:

- Be a degree student in good standing in a NC State University graduate program. Students must have at the time of application a GPAS of 3.00 in their professional degree program. (Transcript required at time of application.)
- Be a graduate of an accredited four year college or university, and have a GPA of at least 3.0 on a 4.0 scale in their last 60 credit hours of undergraduate study. (Transcript required at time of application.)
- Be a practicing professionals with related experience or education. (Resume required at time of application.)
- Be a member of the public with related experience or education. (Resume required at time of application.)

Students must apply to graduate from the certificate at the same time or prior to the time that they apply to graduate from their degree program.

As Part 1 of the application for admission for the PID Certificate, each student must identify a plan of proposed coursework that fulfill all the required learning objectives and apply using Form 1 submitted (attaced to this document) to Bryan Bell, Associate Professor, bbell@ncsu.edu.

As Part 2 for completion of the PID Certificate, after achieving 15 credits of approved courses, each student must apply to the Graduate School for admission through MyPack portal.

Questions contact Jessica Jackson, Graduate Student Services Coordinator College of Design, jmjack22@ncsu.edu.

**Certificate Completion**

To receive a PID Graduate Certificate, all three of the following criteria must be met:

1. A student must complete 15 hours of coursework in an approved selection of courses identified above.

2. A student must have a minimum 3.00 cumulative grade point average (GPA) on all certificate course work. The minimum grade to receive certificate credit can be no lower than a grade of B-. GCP students who take letter-graded 400-, 500- and 700-level courses do not have the option of taking the courses for "credit only" if they intend for the course to be part of their GCP.

Additionally, PID Certificate requirements must be completed within four calendar years, beginning with the date the student commences courses applicable to the GCP. A student may obtain more than one certificate. Each certificate must have at least nine credit hours that are unique to it.

Note: Academic success in a certificate program might have a strong bearing on admission to a degree program, but completion of a certificate program in no way guarantees entry into a graduate degree program, which is done through a separate application process.

**Program Outcome Assessment Plan**

Objective 1: In this certificate program, students will learn concepts of effective practice and leadership in how to use design to address the critical challenges communities face globally by developing the designer's perception, knowledge, skills and problem-solving abilities in order to prepare students for a career in public interest design.

Evidence of successful completion of each outcome is required to be provided by each student. Documentation must be provided that addresses critical criteria for each outcome. These criteria are provided on the PID Certificate website.

| Outcome | Evidence to be Collected | Source of Evidence | Frequency of Collection |
|---|---|---|---|
| Analyze precedents of how Public Interest Design can be a meaningful part of professional practice | ARC 563. Public Interest Design Seminar: Case Study   or LAR 582.002: Environmental Social Equity in Design: Case Study | Certificate Coordinator | Annually |
| Describe one model of professional practice in public interest design | ARC 563. Public Interest Design Seminar: Case Study   or LAR 582.002: Environmental Social Equity in Design: Case Study | Certificate Coordinator | Annually |
| Identify public need for design that can address community challenges | ARC 503.002 Public Interest Design Incubator Studio Project   or ARC 503 Summer Design/Build Project   or Pre-approved ARC 503 Project | Certificate Coordinator | Annually |

| | | | |
|---|---|---|---|
| Identify the social, economic, and environmental impact of a design project's on a community | ARC 563. Public Interest Design Seminar: Case Study   or LAR 582 Performance and Metrics analysis | Certificate Coordinator | Annually |
| Identify stakeholders and assets that can address project challenges | ARC 503.002 Public Interest Design Incubator Studio Project   or ARC 503 Summer Design/Build Project   or Pre-approved ARC 503 Project | Certificate Coordinator | Annually |
| Test a process of working with a community as a design partner | ARC 503.002 Public Interest Design Incubator Studio, SEED process digital documentation   or Pre-approved ARC 503 Project | Certificate Coordinator | Annually |
| Apply a collaborative process with multiple stakeholders | ARC 503.002 Public Interest Design Incubator Studio Project   or ARC 503 Summer Design/Build Project   or Pre-approved ARC 503 Project | Certificate Coordinator | Annually |

Objective 2. The certificate program will provide an educational experience that satisfies the expectations of its graduates.

| Outcome | Evidence to be Collected | Source of Evidence | Frequency of Collection |
|---|---|---|---|
| To be satisfied with the usefulness of the certificate program in enabling them to achieve their professional goals | Exit survey administered by Graduate School | Graduate School | Annually |
| To be sufficiently satisfied with the certificate program to recommend it to others with the same professional goals | Exit survey administered by Graduate School | Graduate School | Annually |
| To be satisfied with the appropriateness of the courses in providing the knowledge or training they anticipate needing for their professional goals | Exit survey administered by Graduate School | Graduate School | Annually |

| To be satisfied with the frequency and timeliness of courses offered for the certificate | Exit survey administered by Graduate School | Graduate School | Annually |
|---|---|---|---|
| To be satisfied with the quality of teaching in certificate courses | Exit survey administered by Graduate School | Graduate School | Annually |
| To be satisfied with the overall educational experience of the certificate program | Exit survey administered by Graduate School | Graduate School | Annually |

# NC STATE Design
## Public Interest Design Graduate Certificate
## Application Part 1

Applicant Name _____ Student ID _____

NCSU Degree Program or Other (if Other, transcript and resume required): _____

Date of Application: ____/____/_____          Anticipated NCSU Graduation Date: ____/_____

Contact email: _____ Unity ID: _____

Complete the following table with eligible courses taken and course proposed to be taken. Note: Courses may not be double counted for credit in two certificate programs. (Eligible courses are listed in handout at: https://design.ncsu.edu/wordpress/wp-content/uploads/2017/08/Public-Interest-Design-Certificate-Handout_2017.pdf )

**Courses Taken**

| All studios and/or seminars taken towards achieving learning objectives | Completion Date (Semester/Year) | Approval by Certificate Coordinator (Date) |
|---|---|---|
| e.g.ARC 563 Public Interest Design Seminar: Case Studies & Current Issues | Spring semester 2017 | |
| | | |
| | | |
| | | |
| | | |
| | | |

**Proposed Courses**

| All studios and/or seminars to be taken towards achieving the learning objectives | Projected Completion Date (Semester/Year) | Approval by Certificate Coordinator (Date) |
|---|---|---|
| e.g. ID 582 Human Centered Design | Fall semester 2019 | |
| | | |
| | | |
| | | |
| | | |
| | | |

**Signature of Applicant:** _____ **Date:** _____


**Signature of Certificate Coordinator:**_____ **Date:** _____


**NOTES:**

After submission of Application Part I, approval is required by the Certificate Coordinator.

Application Part 2, the Graduate Student Certificate Plan Data Entry, will be submitted by Certificate Coordinator directly to the Graduate School for final approval.

The graduate administrative handbook that explains GCERT rules can be found here: https://projects.ncsu.edu/grad/handbook/sections/3.14-graduate-certificate-programs.html#C .

**Academic Requirements for Participants**

Certificate students are expected to complete a total of 15 hours of coursework. Participants not in the College of Design would pursue Option 3 which does not include design studios. Additionally, it is possible to earn this certificate as a post-baccalaureate, non-degree seeking student.

Upon completion of Part I application, a Learning Objective Course Plan will be provided by certificate coordinator which must be completed and approved.

There are three methods of fulfilling this requirement. See PDF instructions at: www: https://design.ncsu.edu/wordpress/wp-content/uploads/2017/08/Public-Interest-Design-Certificate-Handout_2017.pdf

Certificate must be completed within a four year time frame from the date of first class that is being used for credits. This pertains to both degree students and non-degree students.

For non-degree applicants, up to nine hours of coursework taken in a previous degree may be used in a certificate (with pre-approval of Certificate Coordinator and to the extent allowed under double-counting rules in graduate administrative handbook), provided that there is no break between degree and the certificate application. If there is a great between enrollment and certificate application, only six credits may be applied (with pre-approval of Certificate Coordinator).

**Application Process**

Students must apply on line to participate in the certificate program. The PID Certificate application process is a separate process from application to admission for NCSU departments. To qualify for admission to the Certificate in Public Interest Design, students must meet one of the 4 following criteria:

- Be a degree student in good standing in a NC State University graduate program. Students must have at the time of application a GPAS of 3.00 in their professional degree program.
- Have completed, a professional program in architecture, landscape architecture, industrial design, graphic design or urban planning.
- Be a graduate of an accredited four year college or university, and have a GPA of at least 3.0 on a 4.0 scale in their last 60 credit hours of undergraduate study.
- Have a Master's degree.

Students must apply to graduate from the certificate at the same time or prior to the time that they apply to graduate from their degree program.

Each student must complete the required coursework in the course options at time of application for admission for the PID Certificate.

Practicing professionals, members of the public, and graduate students enrolled in other NCSU departments may also apply for admission.

**Certificate Completion**

To receive a PID Graduate Certificate, all three of the following criteria must be met:

1.  A student must complete 15 hours of coursework in an approved selection of courses identified above.

2.  A student must have a minimum 3.00 cumulative grade point average (GPA) on all certificate course work. The minimum grade to receive certificate credit can be no lower than a grade of B-. GCP students who take letter-graded 400-, 500- and 700-level courses do not have the option of taking the courses for "credit only" if they intend for the course to be part of their GCP.

3.  As evidence that learning outcomes are met, each student must document clearly and concisely all items of evidence described in the following table. Creating, documenting and collecting these items are the full responsibility of the student. Each student must create and maintain a digital file in the designated PID Certificate storage with these items in order to complete the certificate requirements. Items must be put into folder within two weeks after the last day of classes of the semester of each completed course.

Additionally, PID Certificate requirements must be completed within four calendar years, beginning with the date the student commences courses applicable to the GCP. A student may obtain more than one certificate. Each certificate must have at least nine credit hours that are unique to it.

Note: Academic success in a certificate program might have a strong bearing on admission to a degree program, but completion of a certificate program in no way guarantees entry into a graduate degree program, which is done through a separate application process.

# Graduate Student Certificate Plan Data Entry

| | |
|---|---|
| Student ID _____ | Student Name _____ |

| **Student Program Related Information** | |
|---|---|
| Admit Term      _____ | (Enter semester and year) |
| Academic Load      (for Graduate School office use only)   LThalftime _____ | |
| Academic Program      (for Graduate School office use only in the case of NDS students)   GCERT | |
| Expected Graduation Term (if known)      _____ | (Optional field – enter semester and year) |

| **Student Plan & Sub-plan Related Information (choose code/description from drop-down lists below)** |
|---|
| Academic Plan _____ |
| Academic Sub Plan (dynamically populates if a Distance Education sub plan exists for the plan chosen above) <br> * Please change the option below to a dash if you do not wish to choose a Distance Education subplan. <br><br><br> _____ <br><br> |

_____            _____

Director's Signature                                                          Date

***NOTE**: If you are viewing this PDF in a browser and the Sub Plan drop-down above is not dynamically populating, please download it to your computer (right-click, Save or right-click, Save Page As) and open it with Adobe Reader or Adobe Acrobat.*