Post- Baccalaureate Certificate in Surface Design

Surface design is a growing area of specialization within the range of design disciplines and combines issues of materiality and making, creativity and innovation, direct experience and conceptual exploration. Surface design is concerned with the technical and creative aspects of applying ink, paint, dyes, and other media to surfaces. Means of production range from traditional to experimental. Digital technology is integrated into the process. Applications include textiles, packaging, and a variety of design products.

The Surface Design Certificate helps designers develop and build on skills needed in contemporary design education and design professions—focused studio practice, the ability to work in creative teams, conceptual thinking, and the creative integration of digital and non-digital skills. Design, craft, and aesthetic theory is integrated into the studio courses. Students embrace traditional methods and are encouraged to explore innovative approaches to surface design. The purpose of promoting non-digital methods is not merely to encourage excellence in craft and hand skills, but to emphasize a seamless link between technological advances and traditional skills and materials, and also to emphasize the role of evolving design production technologies in the creative process.

An additional resource for your study is the Goldstein Museum of Design. Located in McNeal Hall, the museum has a diverse collection of dyed and printed textiles. Africa, Indonesia, South Asia, Europe, South America, Japan, and the United States are represented. The collection includes examples of Indian bandhani and Japanese shibori resist techniques. Many examples of batik from Indonesia and Africa are also included. Printed applications range from screen-printing, block-printing and roller-printing to commercial methods. Examples of the collaboration between African dyers and designer Jack Lenor Larsen can be viewed along with mid-century studio screen-printing production from Ellenhank.

The Twin Cities is becoming a center for design and craft study. There are regional centers in the area—The Textile Center, The Northern Clay Center, the Minnesota Center for the Book Arts, the Highpoint Center for Printmaking and the American Craft Council. It is a great place to explore and learn more about traditional and cutting edge approaches to design and craft.
What you will gain from this certificate program:

- Diverse experiences in surface design media
- Flexibility and fluency in applying design thinking
- Expanded knowledge of design theory
- Increased understanding of specific design concepts
- Development of conceptual thinking skills
- Creative energy from working with a group of motivated peers

Program Faculty and Advisory Group

Director of Graduate Studies for Surface Design Certificate: Barbara Martinson

Certificate advisory committee:
Elizabeth Bye, James Boyd-Brent, Anna Carlson, Anastasia Faunce, Lin Nelson-Mayson, Carol Waldron

Coursework Plan

This is a coursework-only certificate; there is no final project or thesis. A minimum of fifteen credits is required for completion of the certificate.

Courses (select a minimum of 15 credits from the following):

- GDes 4330 Surface Design Workshop (4 credits) (may be taken two times)
  Studio experience in the development and production of surface design. Screen printing, batik, resist dying, shibori, cyanotypes, and dye transfers are included.

- GDes 4350 Advanced Design Material Topics (1 – 4 credits)
  Advanced Design Material Topics offers an opportunity for students to expand upon their experience in traditional material expression such as letterpress, screen, and relief printing, and/or bookmaking.

- DES 8114 Design Studio (3 credits)
  Advanced problem analysis and design solution.

- GDes 8361 Color and Factors of Human Perception (3 credits)
  Perceptual and psychological aspects of color and design. Human factors of color variables and design strategies that can enhance human experience of, and interaction with, color.

- GDes 8362 The Nature of Representation (3 credits)
  Relationship of images to the design communication process. Aspects of representation and pictorial information modes. Human interaction with images and their role in increasing understanding, enhancing learning, and positively affecting human experience.

Other courses may be selected in consultation with your adviser.
Eligibility Requirements and Application Procedures

Applicants should have completed a BA/BS/BFA degree. They should also have some background in art and design. This can be education or experience. Applicants should submit transcripts from higher education institutions that they have attended, a personal statement describing their specific interests in this program, and a portfolio of visual work. Admissions will be based on GPA, the personal statement, and the portfolio.

To apply for admission to this certificate program, please submit the following materials:

- Submit the following via the online application at http://www.grad.umn.edu/prospective_students/Application_Information/index.html:
  - transcripts
  - personal statement that explains why you want to pursue this program

- Submit a portfolio of creative work consisting of 10-12 examples as a .pdf file to dhagrad@umn.edu.

Application Deadlines:
- April 1 in order for you to begin the following fall semester
- October 1 in order for you to begin the following spring semester