
OUR VISION OF DESIGN
IS INTERDISCIPLINARY,
COLLABORATIVE & CO-DESIGNED

design for impact

What can we explore through design?

How might we design sustainable solutions? Preserve the biodiversity of Florida? Re-imagine health? Develop resilient communities? Rebuild trust in our institutions? Understand migration?

By working in partnership with users and other stakeholders (i.e., in a stakeholder ecosystem), we are able to better co-design and implement innovative and sustainable solutions. At UF, we explore some of our most pressing, critical problems—identified in dialogue with people—and use design as a catalyst for change and development in Florida and beyond. Through academic and experiential learning, we will help designers and our partners better understand how design might operate within larger social, cultural, and economic systems.

Florida is your laboratory | **NOW IS YOUR TIME**

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design with respect

What can we explore through design?

We design with people (users, community stakeholders, and subject matter experts), in context, so that what we design is relevant, impactful, and sustainable. As designers who recognize research as essential, we work collaboratively on problem identification, definition, and design, which results in a range of designed outcomes, including artifacts, products, information, interactions, experiences, environments, services, and strategies.

Beginning with an interdisciplinary and context-centered design framework, we consider culture, people, and the environment in our approach. We introduce research, design thinking, and a range of methods to co-design and develop strategies, products, and context-appropriate solutions. We are makers who want to positively impact the way people live and function in the world. As people who create futures, we seek opportunities to connect, collaborate, and co-design.

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design considers context

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Design is our language. Florida is our laboratory. Our newest initiative positions Florida as the State of Design—as our laboratory to research, identify, and co-design solutions to pressing problems.

Our commitment to relevant and sustainable design means we explore problems collaboratively and consider the context in which we operate. To this end, we are committed to working with people—users, stakeholders, and subject matter experts—in context, working together to design for complexity. We view Florida as a microcosm that reflects and informs larger intercultural and transnational social, cultural, and economic systems. What we make here, in context, we intend to have impact and inform pressing problems beyond our borders.

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design better, together

What can we explore through design?

When we found ourselves consistently asking how we might design sustainable solutions to pressing, real-world problems, we knew it was time to create something new.

Welcome to UF's newest MFA in Design & Visual Communications. We named it the MXD as a nod to our expanded view of design and how it operates in the world. We offer a curriculum that allows you to dive deep into research, theory, and methods to design in and with communities. This is design centered with a difference—the “x” allows you to inform your design trajectory by what interests you, making your studies at the University of Florida even more rewarding. We emphasize culture, inclusivity, social justice, and sustainability so we make design matter.

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