



The Segal Design Institute educates the next generation of design innovation leaders – people who are able to move across domains and industries, identifying opportunities to create impact through the lens of human-centered design. Segal's programs span from first-year undergraduate to PhD research, with the common focus of applying design innovation methods to real-world problems.

Partnering with Segal on a project is rewarding for both your company and our students. Partners must identify a knowledgeable and accessible project champion within the company who will engage with Segal students regularly, in-person or remotely. The project champion will provide students access to information, company staff, and facilities as needed. We ask that sponsor leaders are available for both an initial meeting and final presentation. Sponsorship fees and intellectual property licensing arrangements vary by project.

# Be a project partner.

# What do you get?

## Inspire Today's Learners

Engage with students and support the mission of educating and growing tomorrow's leaders.

## Gain Fresh Perspectives

Segal students approach business problems with a young, energetic mindset, contributing novel observations, insights, and ideas. They are both the innovators and the consumers of tomorrow.

## Benefit from Innovative Methods

Segal students learn cutting edge methods for design innovation and are eager to apply these to new challenges.

## Develop Company Leaders

Segal students and faculty help company leaders identify and articulate new opportunities, which is the first step toward innovation.

## Grow Your Network

Project partnership familiarizes Segal's top-tier design, engineering, and business students with your company. Corporate project sponsors are positioned to hire the best and brightest innovators.

## Achieve New Products, Services, and Strategies

Projects at the Segal Design Institute translate into real business strategies and new offerings in the market.

# Project Engagement Opportunities

## Design Thinking and Communication

Design Thinking and Communication (DTC) is an introductory engineering design course required for all first-year engineers. DTC students work on teams, integrating communication skills and design thinking to understand user needs, ideate potential solutions, and build initial prototypes.

## Segal Design Certificate

The Segal Design Certificate is a set of courses and projects that build design knowledge and skills. The certificate is open to any Northwestern undergraduate, and allows students to work in cross-disciplinary teams to solve real problems for real clients.

## BS Manufacturing and Design Engineering

The BS in Manufacturing and Design Engineering (MaDE) curriculum focuses on product design and process in addition to manufacturing management and systems. Students work on interdisciplinary teams to create physical solutions for clearly defined technical challenges.

## Design for America

Design for America (DFA) is a student organization that engages undergraduate students from across campus in the design process. Student teams work with partners on projects that create social impact in the community.

## MS Engineering Design Innovation

EDI is a post-graduate program comprised of recent graduates with a degree and/or experience in an engineering field. EDI students employ an innovative process of user observation, visualization, rapid prototyping, and iteration to uncover insights and generate solutions for ill-defined problems.

## MMM Program

MMM is an interdisciplinary graduate program in which students earn both an MBA and an MS in Design Innovation. MMM students collaborate with companies to tackle real business problems and discover, design, and deliver meaningful, transformative solutions.

Undergraduate

Graduate



“Our team’s project was truly the capstone of our graduate studies. It challenged us to tackle a complex, real-world problem using both traditional business expertise and a cutting-edge design toolkit.”

– **Christina Herbach,**  
MMM '16



“People are always amazed when KID shares the ideas and prototypes the students [at Northwestern] develop. They can’t believe they are students in their first year of engineering school.”

– **Nancy Cowles,**  
Executive Director, Kids in Danger

	Course	Quarter(s)			Projects/Year
		Fall	Winter	Spring	
DTC	<b>Design Thinking and Communication (DTC)</b>	●	●	●	60+
Certificate	Design Thinking and Doing (DTD)	●	●	●	3
	Human Centered Service Design			●	1
	User Experience Design			●	1
	Industrial Design Projects (2qtrs.)		●—●		1
MaDE	Interdisciplinary Design Projects (2qtrs.)	●—●	●—●		12+
	Human Centered Product Design	●	●	●	3
DFA	<b>Social Innovation Projects</b>	●	●	●	15+
EDI	Product Design Studio	●			1
	Interaction Design Studio		●		1
	Service Design Studio			●	1
	Design Strategy			●	1
	Individual Thesis Projects (2qtrs., 3units)	●—		●—	1+
MMM	Research, Design, Build (RDB)	●			1
	<b>Business Innovation Lab (2units)</b>	●	●		12+

To find out more about programs and projects visit: [segal.northwestern.edu](http://segal.northwestern.edu)