SCHOOL OF DESIGN STRATEGIES
2010 THESIS WORK

MIODRAG MITRASINOVIC, DEAN

/BBA DESIGN + MANAGEMENT
/BFA INTEGRATED DESIGN
In the Bachelor of Business Administration (BBA) program in Design and Management, students explore design fields while completing an interdisciplinary program in business management. The program nurtures a student’s creative, artistic, and innovative side while developing a foundation in business and management.

Core courses in management, design, and liberal arts anchor their studies. Through courses at other schools in the university, students learn how design can be a catalyst for social change. New York City serves as a laboratory introducing students to the business of design in the city’s most prestigious organizations. Students begin by exploring the integrated world of business and design and leave prepared to market design that is useful, beautiful, and sustainable. Graduates enter a variety of careers, including brand strategy, public relations, advertising, marketing, events management, and retail buying.

For more information on Design and Management at Parsons, please visit www.newschool.edu/parsons/bba-design-management/.
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BFA COMMUNICATION DESIGN AND TECHNOLOGY

ALUMNI
/CINDY CHAN
/VANESSA KINCAID
/NIKA STELMAN
/SOPHIA SUNWOO
Chan’s thesis project, PxInsight, is a medical data kit that assesses patient personas and attitudes toward treatment, and examines how this insight can inform and improve communication between doctors and their patients. By identifying important characteristics and attitudes about patients, PxInsight allows doctors to tailor their approach to maximize mutual trust and comfort.
Kincaid’s thesis work, Knotter, is a web platform that allows designers and small businesses to communicate and collaborate directly. Knotter seeks to provide small businesses with a one-stop resource to meet all their design needs, while allowing working designers a chance to connect with potential clients.
The Partnership Lending Program addresses the rising problem of food insecurity in dense urban areas through an innovative lending network among local banks, farms, and CSAs (community supported agriculture initiatives). The model, which allows capital to flow between banks and farms and from individuals to CSAs, facilitates food production and increases access to affordable food to low-income individuals.
The Disaster Prevention Program is both a disaster education program and a neighborhood block system developed to prepare communities to respond to natural disasters. Through the program, neighborhoods will designate local leaders who will create personalized education agendas for the residents that they monitor, so that disaster education is relatable and tailored to individual lifestyles. The neighborhood block system will comprise of geographically distributed block leaders, who will provide disaster related aid to every residence in a neighborhood in the event of a disaster. These systems of disaster prevention will increase the existence of individual self-protective actions, and provide sources of immediate medical, and search and rescue assistance during emergency events.
In the Integrated Design program (IDp), students design their own curriculum by integrating studies in various disciplines of design, the liberal arts, performance, and entrepreneurship. As part of the program, students choose an area of study that frames their interests and, together with their academic advisor, creates a curriculum that draws from all the curricula of Parsons and the rest of the university.

Students work on projects that respond to cultural, economic, political, and environmental problems. The IDp Lab provides students with valuable skills and methodological and practical knowledge. As students progress from freshman to senior year, they face increasingly complex issues and environments.

New York City serves as their extended classroom, and every IDp course involves field research, collaborations, exhibitions, or other interactions with the city. Upon graduation, students are ready to enter a variety of design careers or continue on to graduate study. IDp graduates often start their own innovative design businesses.

For more information on Lighting Design at Parsons, please visit www.newschool.edu/parsons/bfa-integrated-design/.
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BFA INTEGRATED DESIGN

ALUMNI

/MICHAEL DIPIETRO & LENA HAWKINS
/MEGAN HOWARD & RACHEL LITENBERG-WEISBURG
DiPietro and Hawkins created the M.L. Baker Private Branch, a database of rare and other non-circulating materials that serves as a resource for photographs and films, a select group of which they re-enacted in a public performance.
For their thesis project, Howard and Littenberg-Weisburg curated a four-day exhibition at TODA design studio in New York titled Sustainable Exchange: Methods and Practices for Collaborative Partnerships. The exhibition highlighted the possibilities and versatility of sustainable consumption, production, and business in local and global communities. Through the presentations of six local artists and designers, the exhibition sought to inspire and connect artists with their local community, and create a communal eco-system of individuals who seek out products, services, ideas, and systems that operate within a human-centric, sustainable framework.