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INDUSTRIAL DESIGNERS SOCIETY OF AMERICA

# Real World Impact

## WMU LAUNCHES PD+I UNDERGRADUATE DEGREE

**Western Michigan University** in Kalamazoo, MI is offering a new undergraduate program that draws from the disciplines of art, design, engineering and entrepreneurship. **Product Design and Innovation (PD+I)** is set to launch in 2017, and will meet the growing design and manufacturing needs of southwest Michigan and the Midwestern United States—a region that WMU touts as “a hotbed of design and manufacturing activity.”



“Local corporations are in constant need of professionals to contribute forward-thinking products, systems and solutions,” says **Dean Dan Guyette of the College of Fine Arts**. “PD+I will deliver the top-notch graduates these companies seek.”

WMU educators are collaborating with corporations and firms such as Whirlpool, Tekna, Newell Brands, Stryker, Fabri-Kal, Landscape Forms, Eaton and Southwest Michigan First to ensure PD+I will prepare students to excel in the field and provide on-the-job training and real-world application opportunities.

WMU says PD+I combines and builds upon the nationally-ranked programs in the Gwen Frostic School of Art, the College of Engineering and Applied Sciences and the Haworth College of Business to form a new, cutting-edge industrial design education experience. PD+I received approval from the Michigan Association of State Universities in October 2016 and from WMU Board of Trustees in June.

WMU is also a collaborator in the **WMU Homer Stryker M.D. School of Medicine**, named for medical device innovator and orthopaedic surgeon who founded Stryker Corporation.

Bojan Gospavic, senior principal engineer robotics, user interface design at Stryker, is scheduled to speak at [IDSA Medical Design Conference 2016](#), set for Nov. 11 to 12 in San Francisco.

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