

Design Fusion
Certificate Program
**for CMU Faculty
and Staff**

Joseph
Ballay
Center
for
Design
Fusion.

This is the century for design.

We believe that no other discipline is as equipped to address current problems, forecast new futures, and shift conventional thinking. With sights on a new horizon for transdisciplinary innovation set against the backdrop of entangled social, cultural, technological and ecological contexts, we are forging Design Fusion as a new mode of practice.

Design Fusion converges disciplines, provides a universal skillset, and empowers strategic innovation.



The Joseph Ballay Center for Design Fusion serves as a unique design-led platform at Carnegie Mellon University that unites the arts, humanities, sciences, and business to foster transdisciplinary innovation. We partner with internal and external organizations to develop forward-thinking projects, cultivate creative solutions to complex challenges, and bring faculty, staff, students and partners together in collaborative, real-world settings. Through these partnerships, we aim to expand the boundaries of design and its impact on society.

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The Office of Human Resources, in partnership with the Joseph Ballay Center for Design Fusion within the School of Design, is thrilled to offer a groundbreaking professional development opportunity to faculty and staff across the university.

The Design Fusion Certificate Program parallels the center's Professional Education Program provided to external organizations and aims to cultivate a more creative and imaginative culture across CMU by unlocking the latent creative potential of our faculty, staff and administration. The program has been instrumental in fostering integrative thinking, sparking innovation, enhancing collaboration and achieving new levels of creative agency to frame big ideas. Now, you can harness these powerful tools to elevate your work and drive innovation within our campus community.

For many years, faculty from the School of Design have provided customized workshops both on and off campus. A few years ago, our faculty delivered a multi-day Design Thinking workshop to 300+ Tepper School of Business MBA students, our largest single delivery to date.

Since 2016, we have provided customized workshops and courses for Highmark, United States Air Force Academy, Software Engineering Institute, Heinz College, and many other organizations. We are driven by our commitment to excellence in education, our passion for fostering innovation, and our dedication to empowering individuals and organizations to achieve their full creative potential.

Join us to experience transformative learning that makes a lasting impact.

Join our professional education programs **to be part of a transformative journey.**

Learn from top designers **to achieve new creative agency.**

Develop the ability to see beyond and around any problem space **to forecast new opportunities.**

Innovate beyond boundaries **with contemporary and integrative design methods.**

Initiate progress within your organization **in more inventive and collaborative ways.**



Our Design Fusion Certificate Program aims to level up your impact at CMU and beyond.

Participants are selected through nomination by college and division leadership. Nominations typically occur a few months before a scheduled session. Nominations will occur in September and October for the December program and February and March for the May program. Leaders should identify motivated team members in various roles to foster a culture of creativity and innovation that promotes both personal and organizational growth

Nominees should meet the following criteria:

- Ability and willingness to attend training and presentations in person as outlined in the program schedule
- Employees at all levels, both supervisors and individual contributors, are welcome to participate
- Responsibilities of current role could benefit from an increased ability to apply agile and creative thinking to existing processes and systems
- Current performance reflects an ability to work effectively with others
- Consistently meets or exceeds expectations for performance at CMU
- Supervisory approval for release time to participate in the program and payment of tuition (\$2,250/participant)

Program Commitment:

Participants should expect to attend in person and devote a total of 25 hours to the weeklong program with 21 hours of class time and four additional hours of independent work. Graduates will earn a non-degree certificate from the School of Design upon successful completion. The program ends with participant presentations the Friday following the completion of the course work.

Fall Program (October / Fall Break)

Monday / 4:00pm–7:00pm

Visual Thinking

Tuesday / 4:00pm–7:00pm

Design Methods in Action

Wednesday / 4:00pm–7:00pm

Strategic Service Design

Thursday / 4:00pm–7:00pm

Strategic Futures

Friday / 4:00pm–7:00pm

Design Fusion in Practice

Following Friday / 9:00am–12:00pm

Presentations

Spring Program (May)

Monday / 4:00pm–7:00pm

Visual Thinking

Tuesday / 4:00pm–7:00pm

Design Methods in Action

Wednesday / 4:00pm–7:00pm

Strategic Service Design

May 15 / Thursday / 4:00pm–7:00pm

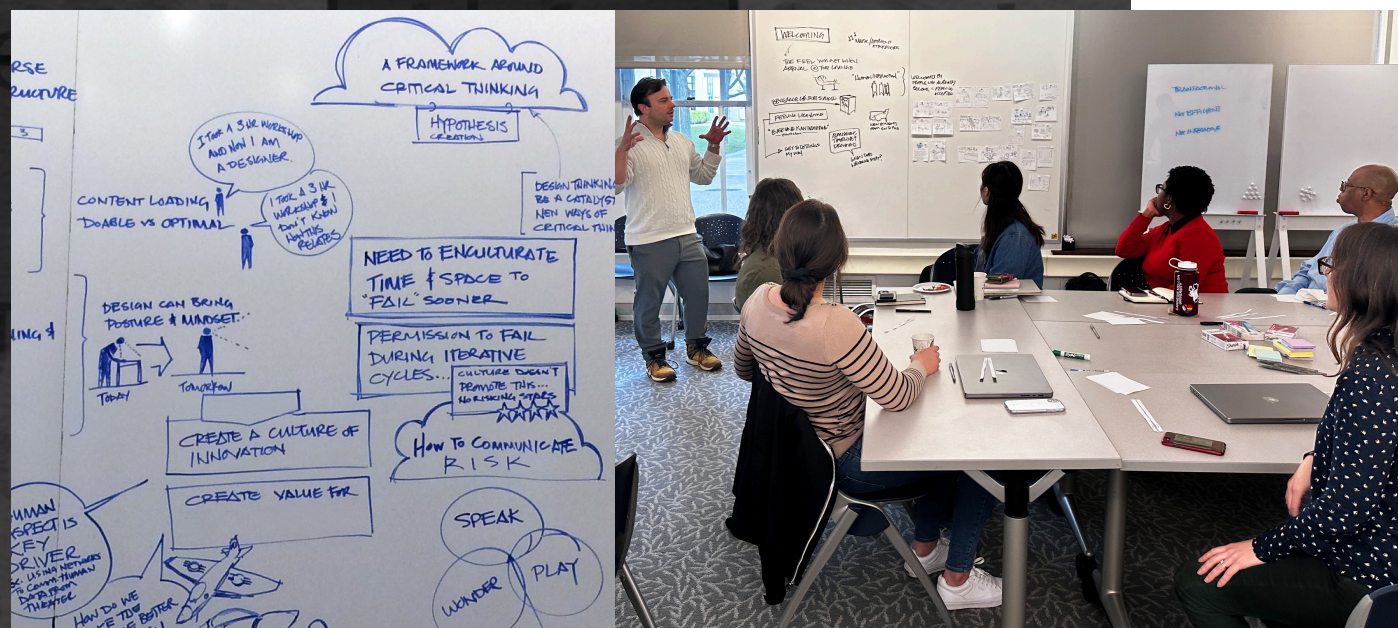
Visual Presentation Design

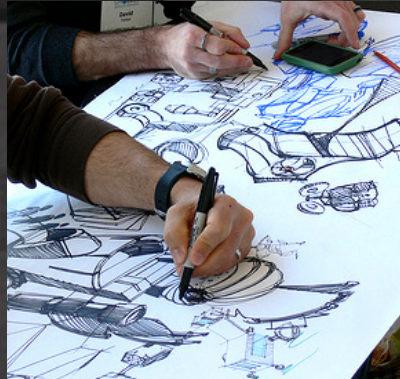
Friday / 9:00am - 3:00pm

Design Fusion in Practice

Following Friday / 9:00am–12:00pm

Presentations





Visual Thinking

These modules are immersive hands-on sessions that combine presentation with individual and team-based activities designed to unlock your potential for creative brainstorming through better drawing skills, visual notation, diagramming and storyboarding.



Design Methods in Action

Participants work in teams, modeling the non-hierarchical collaboration required for design to succeed. This learn-by-doing approach involves tackling a real design challenge, while also reflecting on how the process can be applied to any problem or situation and goes beyond step-by-step instruction to allow participants to experience the generative power of design.



Strategic Service Design

Service Design Thinking introduces mapping and diagramming methods used to analyze and understand services, their relationships, their value exchanges, and how what happens behind the scenes impacts customer-facing interactions. Additionally, user research and prototyping methods are demonstrated to develop service experiences for both those delivering services and those receiving them.



Dynamic Visual Presentation

Understand your content, know your audience and find your message to craft dynamic and effective approaches for visual presentation.



Exploratory Design Research

Investigate and understand a problem space, user needs, and opportunities for innovation through open-ended exploration to gather qualitative insights and generate ideas that will inform and enrich your design process.



Strategic Futures

Envision, plan, and prepare for what lies ahead by combining elements of foresight, strategic thinking, and design to vision potential future scenarios through a balance of analytical rigor and creative thinking.

Our Certificate Program is convenient, collaborative and creative.

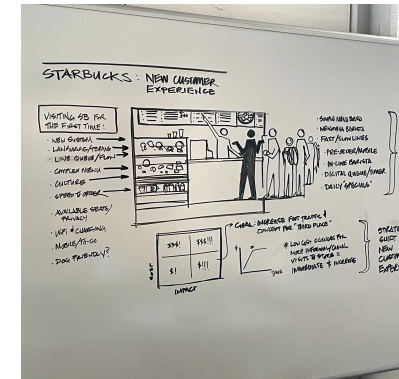
Stay ahead of the innovation curve. The Ballay Center delivers design thinking, methods, and skills to build new design approaches and capabilities.

Our modular programming is delivered by world-class faculty from Carnegie Mellon University and highly-accomplished practitioners whose work sits at the leading edge of their industries. Listed here are select popular modules delivered through highly active participatory sessions.

Current programming for our Design Fusion Certificate Program is detailed on page 3.

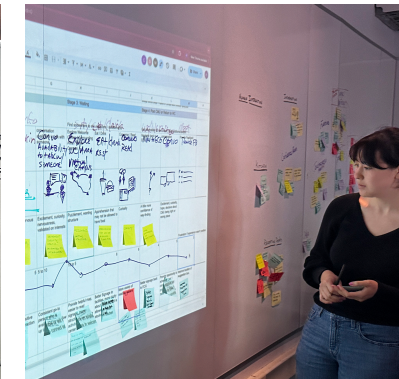
For more information please contact us:

ballaycenter@design.cmu.edu



Whiteboard Heroics

Put your design skills to work in this facilitated design sprint that compresses the research, generative and evaluative approaches of design into a studio experience. We work with you to develop a theme that complements the work of your group/organization to provide a fertile playground to exercise your new design skills.



Concepting for Systems

Experiment with a generative and structured process of mapping, diagramming, modeling, sketching and prototyping to shape understanding of complex and dynamic social, environmental, and technological systems.



Prototyping for Discovery

Learn methods of creating physical, visual and embodied models for exploring and understanding a problem space, user needs, user journeys, and potential solutions in support of user experience (UX), product development, industrial design and more, to build insights and ideas early in the design process to set strategy.

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