

Design Fusion
Custom & Open Enrollment
Professional Education Programs
for Strategic Innovation

Joseph
Ballay
Center
for
Design
Fusion.

This is the century for design.

The Joseph Ballay Center for Design Fusion unites the arts, humanities, sciences, and business to address complex challenges through a design-led, transdisciplinary approach.

As a hub for creative collaboration at Carnegie Mellon University, the Center develops forward-thinking projects, cultivates innovative solutions, and connects faculty, staff, students, and external partners in real-world problem-solving. Our work extends across diverse sectors — from education and healthcare to technology and the environment with the goal of expanding the boundaries of design and its impact on society.



Agile Problem-solving

We work in low- and medium-fidelity to allow ideas to flow more freely, encouraging exploration without constraints. Our agile, generative approach fosters rapid iteration, creativity, and collaboration, enabling concepts to evolve organically into effective solutions.

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About our Programs

The Ballay Center delivers design thinking, methods, and skills aimed at changing mindsets and attitudes, and empowering participants for deeper, more creative collaboration to tackle challenges and discover new opportunities for progress.

Our Professional Education programs equip your team with proven design methods to address complex challenges, develop innovative solutions, and foster a more collaborative team dynamic.

New Programs, Same Impact

The Ballay Center is the formal home for the School of Design's Professional Education programs through which we have delivered tailored workshops for organizations such as Highmark, the United States Air Force Academy, the Software Engineering Institute, Heinz College and more.

Whether teaching a workshop for 300+ MBA students from the Tepper School of Business or leading design sprints for industry partners, our commitment is the same – to empower individuals to see opportunities, think beyond boundaries, and drive meaningful change.



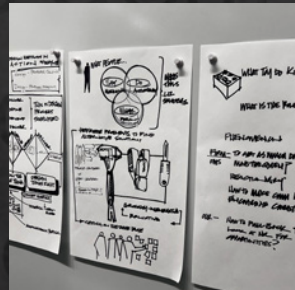
Achievable Goals

- Build design skills for systems thinking and interdisciplinary collaboration.
- Strengthen visual communication skills to effectively share ideas with collaborators.
- Experiment with new methods, tools, and approaches to expand creative problem-solving.
- Engage with pressing problems in our rapidly changing world.
- Explore diverse perspectives and contexts to broaden design understanding.
- Develop the mindset and tools to innovate with purpose.
- Anticipate and shape emerging futures with design methods.
- Challenge conventional thinking with fresh perspectives.

Select Themes and Modules

Stay ahead of the innovation curve. The Ballay Center delivers design thinking, methods, and skills to build new skills 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. Modules are stackable and expandable - ranging from single topic 1.5 hour short-form workshops to 6 hour full-day experiences.

Listed here are select popular modules delivered through our highly active participatory sessions. We will work with you to select a suite of modules and/or develop new topics that best support the goals of your organization.



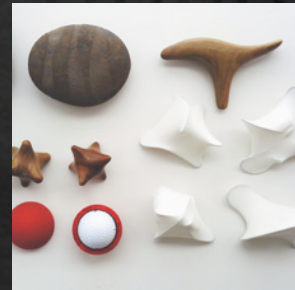
Visual Thinking Basics
Aimed at building a basic visual thinking tool kit for better visual communication, leading visual meetings, and thinking through ideas. This session provides essential skills that will come into play in subsequent modules.



Design Methods in Action
Introduces design methods for problem framing and constituent mapping in order to define strategic and tactical design opportunities.



Strategic Service Design
Introduces service design methods and practice for systems thinking and value creation; activities leverage visual thinking, mapping and research methods for strategic service proposals.



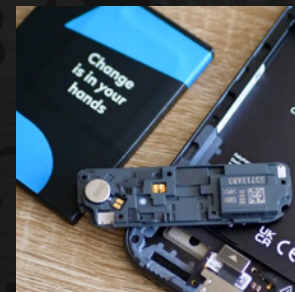
Prototyping for Discovery
Learn methods of creating physical, visual and interactive models for exploring a problem space, user needs, user journeys, and potential solutions in support of user experience to build insights and ideas early in the design process to set strategy.



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.



Designing Data
Introduces information design through a project-based approach to explore types, formats, sources, and the visual presentation of different types of data.



Design That Lasts
Why do we toss things that still work? Explore how meaning, repair, and longevity can transform throwaway products into lasting favorites—and how design can lead us there.



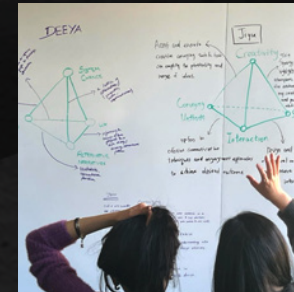
Playful Interaction
Explore how playful, tangible, and embodied interactions can foster meaningful human connections across increasingly converging digital and physical realms.



Design Fusion in Practice
Introduces collaborative studio practice and field work to generate and present strategic concepts for products, services, and systems.



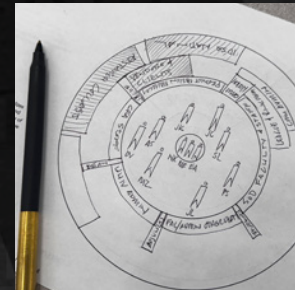
Designing Spatial Interactions
Learn how spatial interactions can inform the creation of next-generation products, services, and experiences in shared spaces in the home, retail, manufacturing, and entertainment spaces.



Design for the Circular Economy
What if waste didn't exist? Learn how to design products, services, and systems that keep resources flowing—creating new value for people, business, and the planet.



Concepting 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.



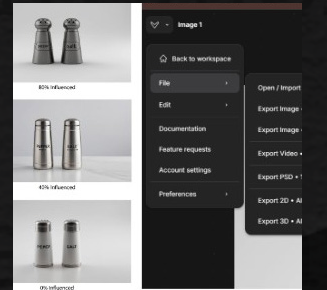
Strategic Futures Concepting
Introduces ways to envision, plan, and prepare for what lies ahead by combining elements of foresight, strategic thinking, and design to envision potential future scenarios through a balance of analytical rigor and creative thinking.



Imagination Catalyst
Tap into your creative spark by trying three ways of thinking—solo, together, and with AI. Mix and match them to unlock fresh ideas and surprising possibilities.



Visual Presentation Design
Introduces new ways to understand your content, know your audience, and find your message to craft dynamic and effective visual presentations.



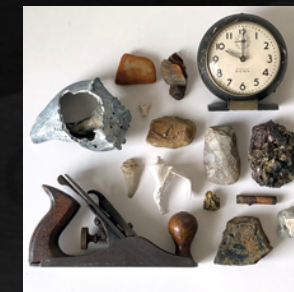
AI for Creative Exploration
Through interactive experimentation and research-based insights, explore the possibilities and boundaries of human-AI creative partnerships.



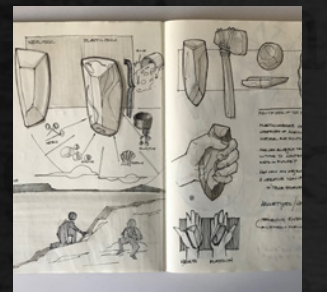
Whiteboard Heroics
Put your design skills to work in this facilitated design sprint that compresses the research, generative and evaluative approaches of design into a studio experience.



Improvisation as a Prototyping Tool for Innovation
This module aims to help you develop creative confidence, collaborative fluency, and the ability to prototype concepts before they're fully formed.



Design After the Aipocalypse
This module examines how humanity adapts, creates meaning, and redefines identity, work, and relationships in a world transformed by artificial intelligence.



Designing Our Way Out from Extinction
Learn how to engage with the environmental, social, and technological crises threatening humanity's future using design thinking, foresight concepting, and systems-level mapping.

Learn from world-class instructors.



Mark Baskinger, PhD
Professor
Chair, Product Design
Director, Center for Design Fusion



Jonathan Chapman, PhD
Professor
Director, Doctoral Studies



Wayne Chung
Professor
Director, Undergraduate Studies



Haeyoung Kim
Assistant Professor



Arthi Krishnawami
Adjunct Professor
Founder, Ryecatcher



Raquel Kueffner
Program Coordinator
Watercolor Artist



Joe Lyons
Marketing & Communications Manager
School of Design
Member, Knights of the Arcade
Comedy Troupe



Daniel Rosenberg Muñoz, PhD
Assistant Professor



Daphne Peters
Associate Teaching Professor
Chair, Environments track



Stacie Rohrbach
Professor
Director, Graduate Studies



Peter Scupelli, PhD
Associate Professor
Chair, Design Studies
Director, Learning Environments Lab



Matt Zywica
Associate Teaching Professor
Chair, First Year Program in Design

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Tools of the Trade
We're intentional about every tool we use—from the pens and sticky notes to books and supplies—and provide a set of resources for you to work smarter, stay inspired, and design with confidence.

1 / Custom Programs for Organizations

We will develop tailored training with design methods that enhances your team’s capacity for integrative thinking, collaboration and creative agency. Our programs emphasize practical application through real-world challenges, ensuring participants gain hands-on experience with tools and mindsets they can immediately apply.

1 Day / Deep Dive	1 Day / Survey	2 Days / Exploration	3 Days / Integration	4 Days / Immersion
Stand-alone Single-Theme	Multi-Themed Modules	Modules + 1/2 Day Workshop	Modules + Full-Day Workshop	Modules + Integrated Workshops
Learn new skills and methods in a focused full-day module.	Pick and choose 4 modules that enhance/expand your team’s skillset.	Learn a variety of new skills & methods through 6 modules applied in a dynamic workshop.	Learn a variety of new skills and methods through 8 dynamic modules	Build design skills through expanded modules and apply lessons learned in an industry-themed collaborative workshop.

Programs are offered in June on our campus and accommodate 15 to 40 participants. These sessions are designed to provide an engaging, hands-on learning experience.

1, 2 & 3 day programs focus on design awareness and skills-building to introduce new ways of working for your or your team.

4 day program offers enhanced skills using an industry-related topic and focuses on integrating design methods with collaborative practices.



Program Fees

Pricing reflects the depth of expertise, the quality of resources provided, and the personalized engagement participants receive, making the workshops a valuable investment in innovation, leadership, and future-ready capabilities. Each program delivers take-home tools that create lasting impact, while organizations gain scalable benefits that extend well beyond the classroom.

	Industry (per person)				
	1.5 / 3 hr	1 Day	2 Day	3 Day	4 Day
For Profit 16 or more Participants	\$225 / \$450	\$925	\$1610	\$2300	\$3000
For Profit up to 15 Participants	\$250 / \$500	\$1000	\$1700	\$2400	\$3000
	Non-Profit Organizations (per person)				
Non-profit 16 or more Participants	\$120 / \$240	\$480	\$838	\$1196	\$1560
Non-profit up to 15 Participants	\$130 / \$260	\$520	\$884	\$1248	\$1560

* Pricing above is for on-campus programs.
On-site programs may require additional travel & expenses.

For more information
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📷 instagram.com/center_for_design_fusion/

2 / Open Program for Individuals

*3rd week of June

Companies can send individuals or small teams for one- to four-day experiences to acquire design training that will cultivate an open mindset and practical skills to tackle challenges, build a more agile approach to creativity and innovation that drives both personal and organizational growth. Participants may join at any point during the week.

Sample program:

Monday	Tuesday	Wednesday	Thursday
Visual Thinking	Imagination Catalyst	Designing Data	Whiteboard Heroics
Design Methods in Action	Improvisation for Innovation	Strategic Service Design	Strategic Futures Concepting

We work for positive impact.

There were a lot of aspects that this program offered that have helped me view my work differently.

I thought this was one of the best professional development programs...It has a wide area of applicability and the faculty guided the participants in seeing how the process/knowledge could be applicable to their own areas.

I enjoy teaching professionals about service design because I know they'll be able to immediately go back and positively impact their teams.

It's great seeing the ways that workshop participants use what they learn to make an impact on their own work and workplaces.

Design methods and thinking encourages you to see challenges as opportunities. Instead of jumping to quick solutions, it relies on understanding the needs of real people, experimenting with ideas, and refining them through iteration.



This program was incredibly valuable. It was an excellent professional development opportunity, and I think I can use what I learned in an immediate and meaningful way to solve problems in my role ...

You have to smile each and every time you see someone look up after making their own wonderfully simple drawing for the first time in years.

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Why Design Fusion?

Workshop modules deliver high-impact learning experiences and are carefully crafted to leverage the Center's unique design-driven approach, ensuring participants gain skills they can immediately apply in professional and organizational contexts. The modules are structured to integrate evidence-based frameworks with experiential learning, thereby reinforcing both conceptual understanding and practical application. This pedagogical design ensures knowledge transfer that is durable, contextually relevant, and aligned with contemporary organizational challenges.

What You Will Gain

- Achieve new creative agency by equipping you with the tools and confidence to shape bold ideas into reality.
- See around the problem space to forecast new opportunities, uncovering hidden connections and future possibilities that others may overlook.
- Innovate beyond boundaries by applying contemporary and integrative design methods that blend creativity, strategy, and systems thinking.
- Initiate progress within organizations in more inventive and collaborative ways, fostering cultures that embrace experimentation, shared vision, and meaningful change.

On-Site, On-Campus, or Both

Training is available on-site at your organization, on-campus in an immersive learning environment, or through hybrid formats that blend in-person and virtual experiences. Each option is designed to meet your organization's unique needs, ensuring that your teams can access transformative learning in the setting that works best for them.

Outcomes

By the end of the program, your team will leave with practical tools and strategies to immediately apply within your organization.

What to Do Next

Explore the fit: Reflect on how Design Fusion could advance your professional development or address your organization's strategic challenges.

Connect with us: Contact the Center to discuss your goals and learn how our workshop modules can be tailored to your specific context.

Engage your team: Poll colleagues or leadership to identify opportunities where a design-driven approach can create measurable impact.

For more information

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