



October 30, 2017

## **USC Welcomes the First Cohort of Students to USC's New Online Master of Science in Integrated Design, Business and Technology - Design@USC**

LOS ANGELES, Oct. 30, 2017 /PRNewswire/ -- Design@USC, the new online Master of Science in Integrated Design, Business and Technology at the USC Iovine and Young Academy recently welcomed 27 students into its first cohort, surpassing the program's goals for enrollment.

"The students in our first graduate cohort hail from diverse fields, ranging from the design professions, to media and entertainment, to finance, to information technologies," said Erica Muhl, dean of the USC Iovine and Young Academy for Arts, Technology, and the Business of Innovation and the USC Roski School of Art and Design. "This diversity is a reflection of the changing landscape in the marketplace as a whole, which demands increasing fluency across disciplines. The Master of Integrated Design, Business and Technology provides students with the opportunity to engage virtually and on the ground with their student colleagues, world-class faculty, and industry experts to develop critical cross-disciplinary skills and knowledge, and facility with team-based collaborative environments. Through this they gain the tools necessary to create genuine impact and to jumpstart creativity wherever they are."

Design@USC's unique curricular model dissolves the disciplinary silos of a traditional MBA, MFA or MS degree. Through dynamic and specially designed content, students around the globe finally have access to a highly engaging course of study on a digital learning platform that will assist them in developing the new literacies essential for success in the 21<sup>st</sup>-century creative economy.

The program features live, online classes taught in a studio-based approach that is founded on experimentation, critique, and iterative design. The online master's program is complemented by two in-person residency experiences where students come together with classmates, professors, and industry experts to explore new concepts, generate and critique work, and solve complex problems. Dynamic course content is delivered through a digital platform powered by 2U.

For more information about Design@USC, visit [design.usc.edu](http://design.usc.edu).

### **About USC Iovine and Young Academy**

Founded with a visionary gift from entrepreneurs Jimmy Iovine and Andre Young, the USC Iovine and Young Academy for Arts, Technology and the Business of Innovation is an academy designed to teach critical thinking and nurture unbridled creativity at the intersection of three essential areas: art and design; engineering and computer science; and business and venture management.

Conceived as a collaborative environment that brings students, instructors and professional mentors together, the Academy is a transformational presence on one of the nation's most dynamic university campuses. The focus of the program's course of study is on creativity and critical thinking. It draws on the talents and influence of faculty and leaders from multiple disciplines and industries to empower the next generation of disruptors and professional thought leaders who will ply their skills in a global arena. To learn more, go to [iovine-young.usc.edu](http://iovine-young.usc.edu).

### **About 2U, Inc. (NASDAQ: TWOU)**

2U partners with great colleges and universities to build what we believe is the world's best digital education. Our platform provides a comprehensive fusion of technology, services and data architecture to transform high-quality and rigorous campus-based universities into the best digital versions of themselves. 2U's No Back Row® approach allows qualified students and working professionals around the world to experience a first-rate university education and successful outcomes. To learn more, visit [2U.com](http://2U.com).

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