

## John Maeda

Wednesday, April 23

6:30 pm

B1 Meyerson

John Maeda discusses ways to balance simplicity and complexity in business, technology, and design, offering guidelines for needing less and actually getting more. He presents his ten "Laws of Simplicity" in sequence while providing the underlying origin of each law and its applicability. **Simplicity is Complex.**

[www.me.upenn.edu/ipd/](http://www.me.upenn.edu/ipd/)

## integratedproductdesign



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### Spring 2008 IPD Lectures

For an updated schedule and for more information:  
[www.me.upenn.edu/ipd/highlights\\_events](http://www.me.upenn.edu/ipd/highlights_events)

### Integrated Product Design [IPD]

A new master's degree (MSE) in product design that integrates the perspectives of design arts, engineering, and business. The IPD program draws on faculty and courses from three internationally recognized schools within the University of Pennsylvania, the School of Engineering & Applied Science, the Wharton School, and the School of Design.

The program is intended to cultivate design professionals that possess the breadth of knowledge to effectively bridge the domains of technology, manufacturing, marketing, business, aesthetics, and human-product interaction. The graduate courses that make up the program adopt an interdisciplinary point of view, and are taught by professors from all three schools. Collaborative team projects and design-driven independent projects complement core courses in each area to give students a solid grasp of the nuances of these fields. The guiding philosophy of the program is to teach students to create innovative products that address the social, environmental, and experiential contexts of those products.