

THE JACOBS INSTITUTE FOR DESIGN INNOVATION



The Jacobs Institute is UC Berkeley's interdisciplinary hub at the intersection of design and technology. We see design and technological innovation as inextricably linked: innovation opens possibilities and extends the reach of design, while design links new technologies with human experiences and ensures that innovation truly benefits individuals and communities. From this vantage point, we educate students who understand both the essential details that make something work and the broader context that makes something matter.

jacobs hall

Jacobs Hall is the Jacobs Institute's home and a site of diverse design activity. The building's light-filled design studios and labs offer flexible space and access to tools for prototyping, iteration, and fabrication. From sketching to cutting-edge digital fabrication, the building facilitates diverse making practices under one roof. Berkeley students, faculty, and staff can make use of the building's facilities for hands-on design, which include all-purpose makerspaces, a CAD/CAM software lab, wood shop, metal shop, electronics lab, AV production lab, and advanced prototyping lab.

jacobs institute programs

Our **programs** provide numerous ways to dive into design innovation. As an interdisciplinary institute, we offer courses in core design skills and support design-infused curriculum across a range of departments. We produce community and extracurricular offerings, from speaker series to hands-on workshops, that invite exploration across broad areas of design. Finally, we help support a rich campus design ecosystem, connecting students and campus organizations with resources and serving as a place for this community to gather and exchange ideas.

our approach

We welcome various forms of involvement, from the independent tinkerer in a makerspace to the student who fully integrates our approach to design innovation into their undergraduate curriculum. As a whole, our approach:

/ locates learning in a physical space designed to mix people from different disciplines, expertise levels, and modes of engagement,

/ provides opportunities for students to gain design proficiency through team projects that intertwine domain expertise, hands-on skills, and design methodology, and

/ creates a constant conversation between emerging technologies and human-centered design processes, prompting thoughtful new approaches to real-world problems.

connect with us

Interested in visiting, engaging with students and faculty, or supporting our programs? Visit jacobsinstitute.berkeley.edu/connect to learn how you can get involved.

Björn Hartmann,
Faculty Director

Eric Paulos,
Chief Learning Officer

Emily Rice,
Director of Programs
& Operations



20

approximate number of academic courses held in Jacobs Hall each semester, from Visual Communication and Sketching to Interactive Device Design



980

approximate number of students, faculty, and staff with active Maker Passes — which grant drop-in access to labs, equipment, and training in Jacobs Hall — in spring 2017



30

approximate number of student clubs, with focuses that include robotics, drones, graphic design, and much more, in our design ecosystem



JACOBS INSTITUTE FOR
DESIGN INNOVATION
COLLEGE OF ENGINEERING, UC BERKELEY