

FEARLESS engineering™

**THE ERIK JONSSON SCHOOL OF
ENGINEERING & COMPUTER SCIENCE
THE UNIVERSITY OF TEXAS AT DALLAS**
www.fearlessengineering.com 972.883.2974



what is FEARLESS engineering?

our founders
started the company
that invented the chip
that changed the world
then helped us build
a university
upside
down



Photos courtesy of Texas Instruments.

UTD Founders Erik Jonsson, Eugene McDermott and Cecil Green.

HISTORY

Erik Jonsson, Eugene McDermott and Cecil Green founded Texas Instruments, where Jack Kilby invented the integrated circuit. They also launched the Graduate Research Center of the Southwest. When it became UTD in 1969, it offered graduate degrees only.

FEARLESS

JONSSON SCHOOL

our school

had the courage to create itself
define itself differently
when imitation was expected

we started the first telecom program
and pioneered a software engineering degree
when others said it shouldn't be done

we enrolled, graduated and hired women
when others said it couldn't be done

FACTS

According to the American Society for Engineering Education, UTD—for the second year in a row—granted more computer science degrees to women than any other public university in the nation.

our faculty

raise the bar...

empowering our students

to change the world



helping the profoundly deaf hear

securing cyberspace

weaving electronic textiles

moving artificial limbs with a thought

unleashing the power of language

visualizing the unseeable

fusing art with technology

our students

care as much about

creating jobs

as getting jobs

and undergrads

push research

to find results...

like artificial blood

STUDENTS



In 2005, senior electrical engineering major Cody Gilleland and his co-researchers developed a laser-detectable artificial blood membrane. Cody presented his findings at major international conferences and was asked to review technical papers of PhDs.



the jonsson school

our industry partners

foster the state's largest co-op program
and keep us ahead of the

CUTTING EDGE

FEARLESS

history

culture

attitude

environment

future



FEARLESS

JONSSON SCHOOL

where we invite you

to join us and make a fearless leap

to lead the revolution in
technology and rapidly
infuse this powerful
school with even more
world-class expertise



GROWTH

The Dallas-Fort Worth Metroplex is the largest major metropolitan area in the U.S. without a tier-one university, and UTD intends to fill that void. The Jonsson School has received a \$300 million commitment from Texas Instruments and the State of Texas to boost its abilities.

and together we

dream big

think creatively

take risks

take care

tolerate failure

bring out the best in each other

invent tomorrow

BELIEFS

This was Erik Jonsson's philosophy
for building a great company.
We think it applies equally well
to building a great university.