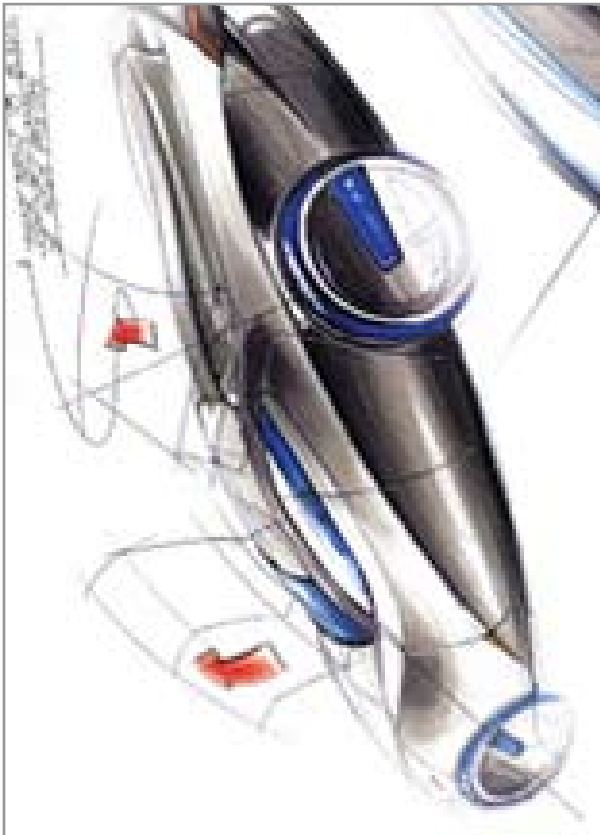


What is Industrial Design?

The industrial design profession focuses on the development of consumer products in all areas of human activity. It is the art and science involved of creating machine-made products. In a designed product, shape, material, color and texture are all determined by the designer.



What do Industrial Designers do?

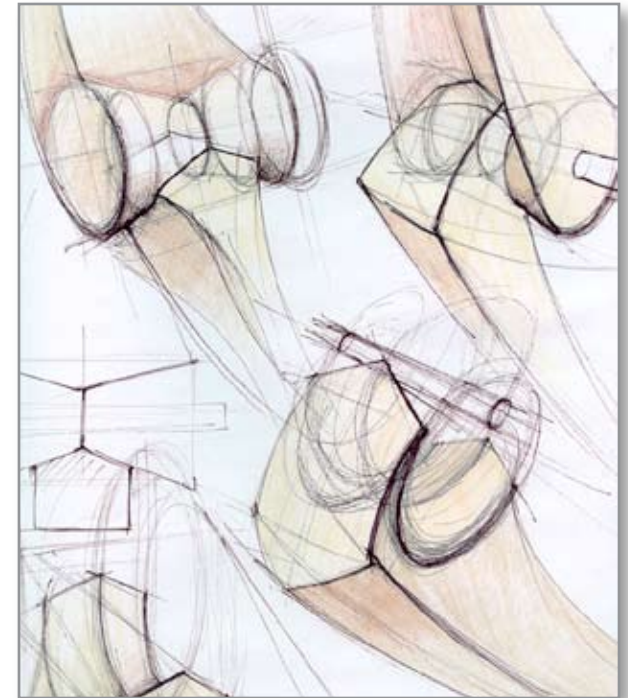
Industrial designers determine how things look and how they work. This applies to just about every thing we work with, play with, interact with, and use in our daily lives. Industrial designers work in;

- Transportation design
- Home appliance design
- Office equipment design
- Furniture design
- Medical equipment design
- Package design
- Toy and game design



How do Industrial Designers work?

Design is a problem-solving process. To find out the needs of the users, industrial designers search for the best possible solution.



After the research phase, designers sketch their ideas to come up with concepts for the new product. The more convincing the initial sketches are, the better the chances are for further development. This is why it is important for designers to be able to perfect their freehand sketching skills.

After the concept has been approved, there is a modeling phase. Here the designer builds a three-dimensional model of the concept to test how the product would perform when it is in use, along with how pleasing it appears to the eye. At the same time, designers build a three-dimensional computer model to verify sizes and explore how it would be manufactured.

Sketching, researching, and modeling goes back and forth, until the desired result is reached. The final design is then made as a prototype.

Designers often have to create renderings to justify shape and color before the prototype is made. These renderings, particularly in case of large-sized products, are often required by the manufacturer.



What is the Program?

The I.D. program at MSU is an intensive 128-credit B.F.A. concentration. It is designed to develop students' critical thinking and problem solving abilities in relation to optimizing aesthetic, technological, and human aspects of products. Courses include:

- 3-D Computer Modeling
- Problem Solving
- Presentation Techniques
- Project Design Development 1.2.3
- Design Studio 1.2.3.
- Model Making and Prototyping
- Internships

How do I apply?

Students applying to the Industrial Design program must first submit an application to the MSU Office of Admissions.

After acceptance by the university, applicants present a portfolio that reflects their interest in the field of Industrial Design.

The portfolio should include drawings of existing products, or original ideas for products. Clean line drawings and color renderings will assist in showing your abilities. Photos of models, as well as technically oriented drawings, may be included.

Please include a one-paragraph typed statement of your interest in industrial design.

What's in it for me?

Industrial design is currently one of the hottest job markets in the arts. Businesses are actively searching for new talents and innovative minds, with a good design sense.

If you are good at drawing, sketching out your ideas on paper, and figuring out solutions to problems, then you should consider industrial design – a profession that will offer you great opportunities for your future.

