

## INDUSTRIAL DESIGN

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### PROGRAM OVERVIEW FOR EMPLOYERS

The Industrial Design program, offered through RIT's School of Design, teaches graduates to understand the complex relationships that exist among manufacturers, products, and people. Aesthetic sensitivity, technical competence, social and environmental awareness, and analytical thought are developed and applied to meet the challenge of designing products, packaging and systems for human needs. Through hands-on experience in graphic visualization, technical drawing, model making and prototype development, graduates emerge with the skills needed to conceptualize, design, and develop new and improved products for mass production. Through collaborative projects with industry sponsors, students work on actual product designs and develop skills in specialized areas including electronic product design, toy and game design, furniture design, exhibit and display design, and package design.

#### Degree(s) Awarded

Bachelor of Fine Arts in Industrial Design

Master of Fine Arts in Industrial Design

#### Enrollment

Approximately 185 students are enrolled in the Industrial Design program.

#### Cooperative Education Component

Students are eligible to participate in an optional co-op program upon completion of 2<sup>nd</sup> year courses. Participation is strongly encouraged.

#### Salary Information (Median/Range)

Co-op:	\$15.00	\$12.00 - \$20.00
BS:	\$32,000	\$25,000 - \$40,000

#### Equipment & Facilities

Computer graphics labs offer students hands-on design experience using Macintosh, and Windows platforms. Software includes Adobe Creative Suite (Illustrator, Photoshop, Flash, InDesign), SolidWorks, Alias, Rhinoceros and AutoDesk Maya.

Design courses are conducted in large studio spaces adjacent to a well-equipped model making shop.

#### Accreditation

National Association of Schools of Art and Design.

#### Student Skills & Capabilities

- User-centered approach in identifying relevant user needs and defining design opportunities.
- Effective use of form color, graphics, and materials in the development of product aesthetics.
- Conceptual sketching, mixed media rendering, drafting, and soft and hard model making.
- Technical and theoretical understanding of materials and processes as they relate to manufacturing.
- Computer skills including experience with software applications such as Adobe Creative Suite (Illustrator, Photoshop, Flash, InDesign), SolidWorks, Alias, Rhinoceros and AutoDesk Maya.
- Effective application of human factors, emphasizing safety, efficiency, and comfort.
- Team problem solving and presentation techniques.

# Industrial Design

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## Course Sequence BFA degree

### First Year

Design Survey  
2-D Design  
3-D Design  
Drawing  
Creative Sources  
Freshman Electives  
Liberal Arts  
Vector Imaging  
Raster Imaging

### Third Year

History of Industrial Design  
Materials and Process Applications  
Consumer Product Design I, II  
Human Factors Applications  
Equipment Design  
CAD Applications  
Studio Electives  
Art History Electives  
Liberal Arts

### Second Year

Technical Drawing  
Graphic Visualization I – III (concept sketching, detailed perspective, storyboarding, layouts)  
Model Making  
Form I, II (understanding and organizing design elements, form, and space)  
Survey of Western Art & Architecture  
Studio Electives  
Liberal Arts  
Sophomore Design Studio

### Fourth Year

Professional Practice  
Career Planning  
Design Collaborative or Internship

*Three of the following:*

Furniture Design  
Exhibit Design  
Package Design  
Advanced Product Design  
Toy Design

Open Electives

### Selected Employers of Industrial Design Co-op and Graduating Students:

3M, Anheuser-Busch Companies Inc., Bally Design, Bliss, Bo Concept, Bose Corp., Brooks Stevens Design, Colad Group, Continuum Inc., Domus Design Collection, Dorel Juvenile Group, Eastman Kodak, Fisher-Price Brands, Hasbro, Hawver Display Inc., Herman Miller, Herbst LaZar Bell, Josh Owen, KEK Associates Inc., Lifetime Brands Inc., MASH Studios, MeadWestvaco Corp., Michael Graves Design Group, Mirror Show Management, Motorola Inc., New Balance, Opus Design Inc., Packaging Corporation of America, Ping, Inc., Radio Flyer, Reebok International Ltd., RES Exhibitions, Rock-Tenn Company, Sealed Air, Sikorsky Aircraft Corp., Skooba Design, Terry Precision Cycling, Lio, Inc. Footwear, GE Home & Business Solutions

### Contact Us:

We appreciate your interest in hiring RIT co-op, graduating students or alumni. We will make every effort to make your recruiting endeavor a success. Call our office and ask to speak with Shauna Newcomb, the program coordinator who works with the Industrial Design program. For your convenience, you can access information and services through our website at <http://www.rit.edu/recruit>.

### Shauna Newcomb

#### Program Coordinator

Office of Cooperative Education and Career Services

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