What is ID?

It's 7 a.m. The alarm goes off. Blindly you reach out from under the covers, flailing your arm in the hopes of hitting the tiny snooze button before the clock hits the floor. Don't you wish someone had thought about ways to make this part of your morning a little easier? **From the moment you wake up to the time your head hits the pillow, you've used a wide variety of products designed to help you get through your day.**

Have you ever wished you could change a product to make it work better? Or had a great idea about how a product should look? Industrial Designers do just that. They're the people who design mass-produced products, from alarm clocks to cars, phones to CAT scans, computers to furniture and more. They determine the way a product looks, feels and how well it functions. **Industrial Designers develop products you use everyday.**

Industrial Designers use a variety of methods to design products, from sketches to clay or foam moldings, to computer programs developed for design. How they develop a product depends on the type of product and who will be using it. By the time it reaches the shelves, it's been molded, sculpted and worked over many times by the designer. ***Time*** **Magazine reports that Industrial Design is one of the 15 hottest professions in terms of job growth and compensation.**

So how do you become a designer? First, you can get a head start where you are now—classes such as visual arts, psychology, physiology, physics and business and marketing can help you develop some of the necessary skills. Because you will need a bachelor's degree, check out the college prep studies in your school. As you look into college options, look for a program that will fit your interest and abilities. Some schools focus on form and visual appearance while others focus more on problem-solving or other perspectives of Industrial Design. IDSA is a good resource for schools that offer programs in Industrial Design and what style of program is offered at each.

What is an Industrial Designer?

Industrial design is the profession that determines the form of a manufactured product, shaping it to fit the people who use it and the industrial processes that produce it. Industrial Designers work to make our lives more comfortable, pleasurable and efficient. By studying people at work, at home and in motion, they create products like office chairs that promote proper posture, kitchen tools that are comfortable even for elderly hands and toys that provide safe play and learning for all children. In particular, Industrial Designers deal with the parts of a product that humans interact with, striving to give universal access to products that are ecologically responsible and safe to use. Also, they give a product that distinctive elegance that makes us want it.

The Industrial Designer's work goes beyond products to include packaging, exhibits, and interiors and, in some cases, corporate identity. Moreover, with information technology becoming increasingly complex, Industrial Designers work to simplify the software that drives so many products.

Industrial Designers look for innovative and better ways to do things. They approach their work as problem solving, asking, "How do people want to travel?" rather than, "Let's build another car." To answer such questions, Industrial Designers explore a broad range of alternatives through drawings and models, steadily refining their designs as they test them against the user's needs and manufacturer's capabilities.

The term "Industrial Design" was coined early in the 20th century to describe the creative role previously performed by an individual artisan for mass-produced goods. In keeping with the complexity of mass production, Industrial Designers work with other professions involved in conceiving, developing and manufacturing products, including marketing experts, mechanical, design and manufacturing engineers and software programmers to name a few. Together with human factors specialists, Industrial Designers conduct usability testing to ensure that a product meets user needs, wants and expectations, and they often rearrange internal components to make products easier to manufacture, assemble, service and recycle.

Preparation for practicing Industrial Design requires a baccalaureate degree in that field. Industrial design links knowledge about technology and the visual arts with knowledge about people. In addition to a thorough understanding of the physical sciences, engineering principles, ergonomics, aesthetics and industrial materials and processes, Industrial Designers should be well-grounded in the social sciences, such as psychology, sociology and anthropology, and the communication arts, such as photography, video, print and electronic media.

What career opportunities does ID offer?

Industrial Design has many of the same advantages as the more traditional creative professions, but the higher demand for Industrial Designers across a wide variety of industries means there is generally better compensation and more employment opportunities.

What kinds of skills do I need?

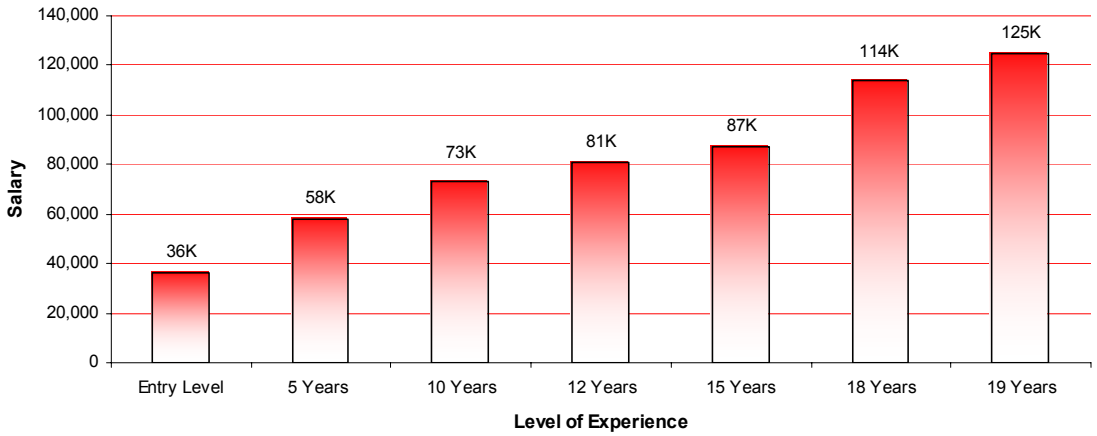
Industrial Design offices list these as the top 5 skills:

- Creative problem-solving skills
- Ability to convey concepts with quick sketches
- Good verbal and written communication skills
- Computer proficiency in vector based or 3-D programs
- Mechanical aptitude and basic understanding of how things work

Who hires Industrial Designers?

Industrial Designers work in a wide range of industries such as transportation design, medical products, consumer electronics, special effects for the entertainment industry, computer animation, furniture design, and environmental design including building interiors and signs.

How much money do Industrial Designers make?



What schools offer Industrial Design programs?

Different design schools have different approaches to design education. If you are interested in a design program, please contact the universities listed below directly for information. All the schools on this list are either currently in the process of or have been evaluated and accredited using the standards and guidelines adopted by the National Association of Schools of Art & Design (NASAD) as formalized by the 1984 IDSA/NASAD agreement. An asterisk (*) indicates schools with programs in the process of evaluation. NASAD is located at 11250 Roger Bacon Drive, Suite 21, Reston, VA 20190; Phone 703.437.0700. All universities/schools listed have been accredited by a body sanctioned by the U.S. Department of Education to confer a Bachelor's or higher degree.

MIDEAST DISTRICT

Carnegie-Mellon University
Pittsburgh, PA
College for Creative Studies
Detroit, MI
Cleveland Institute of Art
Cleveland, OH
Columbus College of Art & Design
Columbus, OH
Cranbrook Academy of Art
Bloomfield Hills, MI
Kendall College of Art & Design
Grand Rapids, MI
Ohio State University
Columbus, OH
University of Cincinnati
Cincinnati, OH
University of Michigan
Ann Arbor, MI
Western Michigan University
Kalamazoo, MI

MIDWEST DISTRICT

Milwaukee Institute of Art & Design
Milwaukee, WI
Purdue University*
West Lafayette, IN
Southern Illinois University
Carbondale, IL
University of Illinois—Chicago
Chicago, IL
University of Illinois—Urbana Champaign
Champaign, IL
University of Kansas
Lawrence, KS
University of Notre Dame
Notre Dame, IN
University of Wisconsin-Stout
Menomonie, WI

NORTHEAST DISTRICT

Massachusetts College of Art
Boston, MA
Parsons School of Design
New York, NY
Philadelphia University*
Philadelphia, PA
Pratt Institute
Brooklyn, NY
Rhode Island School of Design
Providence, RI
Rochester Institute of Technology
Rochester, NY
Syracuse University
Syracuse, NY
University of the Arts, The
Philadelphia, PA
University of Bridgeport
Bridgeport, CT
Virginia Polytechnic Institute
Blacksburg, VA
Wentworth Institute of Technology*
Boston, MA
Kean University
Union,NJ

WESTERN DISTRICT

Academy of Art University
San Francisco, CA
Arizona State University
Tempe, AZ
Art Center College of Design
Pasadena, CA
Art Institute of Colorado*
Denver, CO
Brigham Young University
Provo, UT
California College of the Arts
San Francisco, CA
California State University—Long Beach
Long Beach, CA
Metropolitan State College of Denver
Denver, CO
San Francisco State University
San Francisco, CA
San Jose State University
San Jose, CA
Western Washington University
Bellingham, WA

SOUTHERN DISTRICT

Auburn University
Auburn, AL
Georgia Institute of Technology
Atlanta, GA
North Carolina State University
Raleigh, NC
University of Louisiana—Lafayette
Lafayette, LA

How much training will I need?

You need at least a Bachelor of Arts degree from an accredited university or design school. Studies by IDSA (Industrial Designers Society of America) show that about 10% of the designers currently have an advanced degree, however an advanced degree is becoming increasingly important for new graduates when competing for jobs.

Are there scholarships available?

Yes. Contact your university and IDSA for more information.

How can I find out more?

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