

# Industrial Design

Industrial design deals with the planning and development for production of a variety of objects and interrelated systems. Consumer appliances, tools, safety equipment, business machines, furniture, medical equipment, architectural products, and transportation devices make up a partial list of those areas of specialization in industrial design.

Industrial design falls within a broader category of design, which is the professional area of activity concerned with planning and developing a wide variety of objects and spaces. Relationships among the users of the designed item, the efficient production of the designed item, and the aesthetic characteristics of the designed item are of particular importance. Design activities at Ohio State are divided into three majors: visual communication design, industrial design, and interior design.

## Pursuing Industrial Design at Ohio State

All freshman applicants are considered within a competitive admission process for the Columbus campus. The primary criteria for admission are the completion of the applicant's high school college preparatory program, performance in that program as indicated by class rank and/or grade-point average, and performance on either the ACT or SAT.

Admitted student who indicate their major as industrial design will be directly enrolled as pre-design students in the Arts and Humanities. Entrance into the Department of Interior, Industrial, and Visual Communications is by examination.

Students apply by submitting the examination portfolio, a standardized exam that includes drawing assignments as well as written material. The exam is offered once per year during winter quarter and a three-week time period is allowed for completion of the exam, which is evaluated by the department's faculty. Please contact the department at (614) 292-6746 for the dates of exam availability. The industrial design major accepts only 18 undergraduate students each year.

Talented high school students are encouraged to apply through the submission of an examination portfolio in their senior year of high school. Accepted high school students would begin the design curriculum during their sophomore year after completing the program prerequisites during the freshman year at Ohio State.

Since admission to the major is highly selective, applicants are advised that maintaining a 2.0 cumulative point-hour ratio (CPHR) is a minimum level for acceptance and that students qualifying for the program will be selected on the basis of highest qualifications in CPHR, assessment of quality in the examination portfolio, and assessment of overall aptitude for studies in the design program.

Once admitted through the examination portfolio review process, students must meet the following minimum requirements to successfully attain enrolled status within the department:

- Maintain a minimum cumulative point-hour ratio (CPHR) of 2.0

- Pass English 110 or equivalent, or higher-level course
- Pass Mathematics 116 or equivalent, or higher-level course
- Pass Design 200, Introduction to Design
- Pass Design 203, Graphic Thinking for Designers

Successful completion of these courses and the attainment of the requirements listed above are prerequisite to enrollment in Design 251 (first course in the design sequence) and will enable the student to be advised by faculty.

The curriculum leading to the degree Bachelor of Science in Design (BSD) calls for the completion of university requirements, major requirements (as described in the information for the area of specialization), and college requirements.

## Educational Objectives

Students majoring in industrial design will achieve the following learning outcomes:

- Students will gain a lifelong desire and ability to create new knowledge and foster problem-solving skills through creativity and the systematic application of process.
  - Students will apply a systematic approach to the design process in all studio projects.
  - Students will develop the ability to design and develop ideas for new products, spaces, and/or interfaces that may not have existed before.
  - Students will be able to apply design and creative skills learned in one studio to problems encountered in the new context of a successive studio.
- Students will develop an understanding of the human-centered focus of design and research.
  - Students will be able to conduct and complete user research studies for all studio projects.
  - Students will create designed artifacts that will be evaluated by design professionals and potential users.
- Students will prepare for a successful career in the design profession.
  - Students will prepare a portfolio that documents their creative work over the entire undergraduate and/or graduate program.
  - Students will develop the skills of presenting themselves and their design competencies in a professional practice context.
- Students will develop an understanding of and familiarity with the tools and methods of the design trade.
  - Students will demonstrate proficiency in model-making techniques using various materials.
  - Students will demonstrate proficiency in the use of relevant design technology in the problem-solving and creative process.
  - Students will exhibit proficiency in both 2D and 3D design methodologies.
- Students will hone the skills that are central to communicating design ideas and solutions.
  - Students will demonstrate proficiency in drawing and sketching.

**For more information, check these web sites:**

**Design:** [design.osu.edu](http://design.osu.edu)

**Arts and Humanities:** [artsandhumanities.osu.edu](http://artsandhumanities.osu.edu)

**Ohio State:** [osu.edu](http://osu.edu)

**Admissions:** [undergrad.osu.edu](http://undergrad.osu.edu)

**Multicultural Center:** [multiculturalcenter.osu.edu](http://multiculturalcenter.osu.edu)

**First Year experience Program:** [fye.osu.edu](http://fye.osu.edu)

## Curriculum Sample

This is a sample list of classes a student will take to pursue a degree in Industrial Design. Since university students need more than a specific education in a narrow field, they also will take classes to complete the General Education Curriculum (GEC). The GEC will allow students to develop the fundamental skills essential to collegiate success across major programs. Course work options satisfying the GEC often come from a variety of academic areas of study allowing students to tailor their GEC toward their interests.

Note: This sample represents one of several possible paths to a degree in Industrial Design. Consult the departmental web site, [design.osu.edu](http://design.osu.edu), for details on each specific track.

### Freshman Year:

Arts Survey	1
Introduction to Design	5
Drawing Studios	9
Color Theory	3
Photography	5
GEC	30
Freshman Seminar	1
<b>Total hours</b>	<b>54</b>

### Sophomore Year:

Basic Design	15
Design Materials/Processes	3
Design History	3
Conceptual Drawing	3
GEC	10
Elective	20
<b>Total hours</b>	<b>54</b>

### Junior Year:

Product Design Studios	15
Design Manufacturing Materials and Processes	3
Design Communication Practices	3
Three Dimensional Graphics	3
Design Methodology	3
3D Design Visualization	3
GEC	10
Electives	10
<b>Total hours</b>	<b>50</b>

### Senior Year:

Product Design Studios	10
Industrial Design Senior Thesis	5
Human and Environmental Design	3
Professional Practices	3
Elective	5
GEC	15
<b>Total hours</b>	<b>41</b>

- Students will present and defend their design projects in public critiques.
- Students will be able to create documentation that describes the processes associated with a capstone thesis project.
- Graduate students will be able to create and defend a document that describes and documents an original research contribution.
- Students will develop an understanding of and appreciation for the role of the designer in environmental relationships.
  - Students will be able to synthesize knowledge and skills learned in a liberal arts environment and apply them to issues and problems in their specific area of design.
  - Students will develop a knowledge of and appreciation for the concept of sustainability.

## Co-Curricular Opportunities

Ohio State offers many opportunities for students to learn and grow outside of the classroom. These range from cooperative education (co-op) and internships to study abroad programs to student organizations. Co-ops and internships place students in professional environments while they are Ohio State students. Ohio State offers more than 100 study abroad programs in 40 countries around the world. In addition, there are hundreds of student organizations on campus to meet the interests of a diverse student population.

These opportunities enable students to gain valuable work experience, learn about other cultures, and take on leadership roles before they enter the workforce. All of these experiences enhance learning and may provide an advantage in the job market.

- Opportunities in the Arts and Humanities: [artsandhumanities.osu.edu](http://artsandhumanities.osu.edu)
- Opportunities at the Wexner Center: [wexarts.org](http://wexarts.org)
- Learning communities for art majors: [housing.osu.edu/lc.asp](http://housing.osu.edu/lc.asp)

## Honors & Scholars Programs

Ohio State offers the Honors and Scholars programs to create an environment of intellectual support and stimulation within a close-knit community of high-ability undergraduate students. Through these programs, students have access to smaller classes, undergraduate research opportunities, close working relationships with faculty, priority scheduling, and unique housing options.

Honors and Scholars programs represent great opportunities to be part of a smaller community within a large university. Good candidates for these programs will receive additional information after admission to the university. Visit [honors-scholars.osu.edu](http://honors-scholars.osu.edu) to learn more about the Arts Honors Program or the Arts Interdisciplinary Scholars Program.

## Career Prospects in Industrial Design

Students graduating with a Bachelor of Science in Design take positions with design consulting offices, corporate design departments, and government design agencies, working on consumer and industrial products, building and equipment systems, and public and corporate communication projects.

Students in industrial design can find employment opportunities with large corporations, industry, or small industrial design consulting firms.

**Revised August 2009.** For the most up-to-date information on the industrial design program, please visit [design.osu.edu](http://design.osu.edu).

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