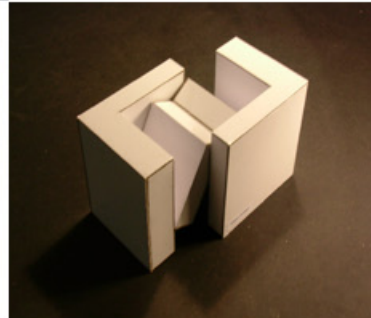
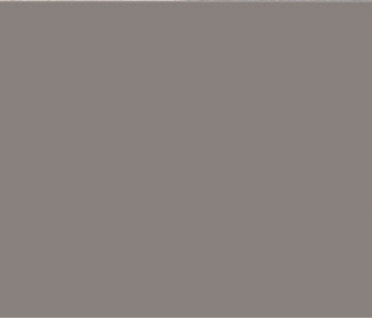




UNIVERSITÄT DUISBURG ESSEN

Faculty of Art and Design

Bachelor's and Master's Programme
in Industrial Design (B.A. / M.A.)



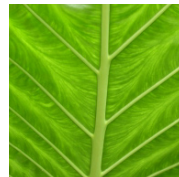
Overview



Brief Portrait of the University and the Faculty



About the Industrial Design Programme and its future perspectives



Structure criteria of the consecutive Bachelor- and Masterprogramme Industrial Design



Bachelor of Arts in Industrial Design (B.A.)



Master of Arts in Industrial Design (M.A.)

Brief Portrait

of the University and
the Faculty



The University of Duisburg-Essen

- _ Full-sized university with 13 faculties spread out over two campuses
- _ Approx. 34,000 students and 3,400 instructors and support staff members

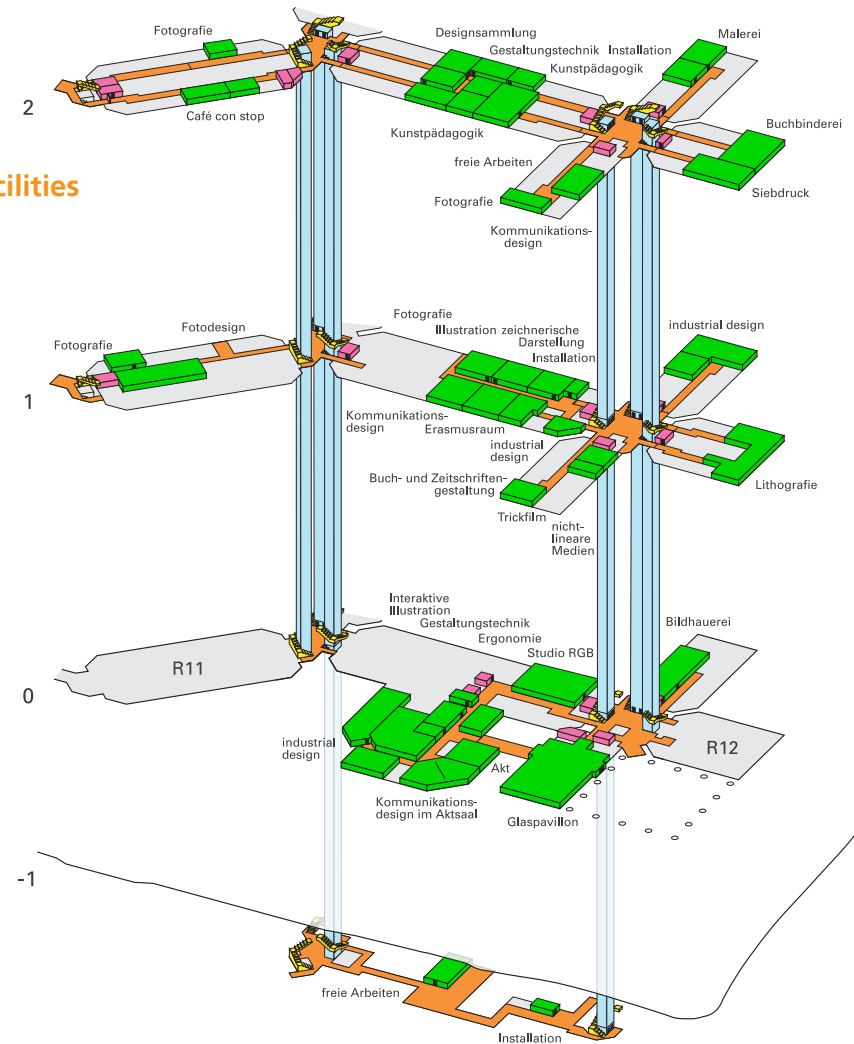
Faculty of Art and Design

- _ Approx. 940 students and 80 instructors and support staff members
- _ Courses of study
 - _ Industrial Design (approx. 200 students)
 - _ Communications Design (approx. 340 students)
 - _ Art Education (approx. 130 students)
 - _ Techniques of Design for Pedagogues (approx. 270 students)
- _ Institute of Art and Design Studies (IKUD)
- _ over 30 PhD candidates (number to increase)
- _ 4 Habilitation candidates

"Our curriculum is based on three pillars: design, art, and theory."

Brief Portrait of the University and the Faculty

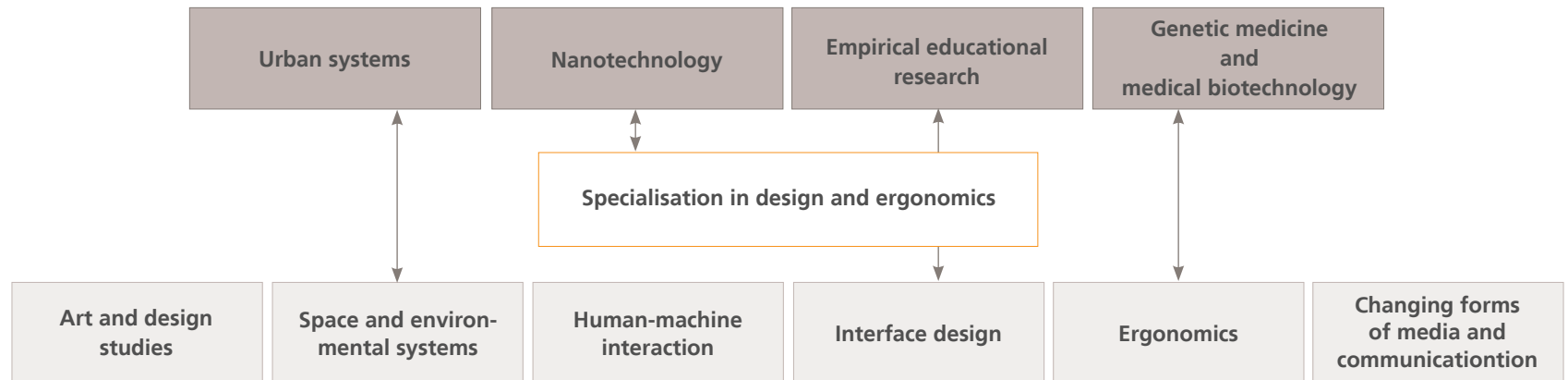
Rooms and Facilities



Brief Portrait

of the University and
the Faculty

Industrial Design Programme ties in with the Universität Duisburg-Essen's areas of specialisation



About

the Industrial Design
Programme

Future Perspectives

“With the strong support of theory and research we can meet new design challenges.”

(from the Bachelor's and Master's Programme committee meeting)

About

the Industrial Design
Programme

Future Perspectives

“Our education gives students an essential advantage with guest lecturers and projects encouraging holistic and transdisciplinary thinking and practice.”

(from the Bachelor's and Master's Programme committee meeting)

About

the Industrial Design
Programme

Future Perspectives

“Working with business and industry on current areas of application ensures the dynamism and relevance of art and design studies.”

(from the Bachelor's and Master's Programme committee meeting)

About

the Industrial Design
Programme

Future Perspectives

“Our increasingly connected and globalised society demands that industrial designers show greater flexibility, mobility and transdisciplinary skills.”

(from the Bachelor's and Master's Programme committee meeting)

About

the Industrial Design
Programme

Profile Study Course Industrial Design

- _ Integrative and broad-based curriculum
- _ Bringing together science and design
- _ Transdisciplinary approach
- _ Cooperative partnerships at internal, external, and international levels
- _ Institute for Ergonomics and Design Research (IED)
- _ Manual and computer-aided modelling an essential part of design development



About the Industrial Design Programme

Self-conception

- _ Industrial Design involves the interdisciplinary generation of innovative technology and products
- _ Its aim is to incorporate technologies efficiently and responsibly into user-oriented social contexts



Structure criteria

of the consecutive
educational programme



- **Systematic curriculum**

Programme divided into foundations, advanced study, and specialisation areas rather than purely project-oriented.

- **Research**

Specialisation fields supplement the broad-based curriculum.

- **Practice**

Projects and an internship requirement give students experience, preparing them for work inside and outside the university.

- **Projects**

Themes for design projects are open and contain increasingly complex tasks in with each subsequent semester.

- **Individual education**

Students may choose their own specialisation fields and professional qualification areas.

- **Career**

Specialisations and projects can be selected based on current job market trends.



Structure criteria

of the consecutive
educational programme

Construction of the consecutive educational programme

_ Generalistic University Education Industrial Design

	Broad-based university education in Industrial Design	Realisation-com- petence	Scientific and strategic competence
M.A.			
B.A.			
	<p>Core concentrations aesthetic and creative basis</p>	<p>Areas of specialisation technical and academic basis</p>	

Structure criteria

of the consecutive
educational programme

Construction of the consecutive educational programme

_ Generalistic University Education Industrial Design

	Broad-based university education in Industrial Design	Realisation-com- petence	Scientific and strategic competence
M.A.			
B.A.	Concept and Visualisation	Technologies	Contexts + Perspectives
	Core concentrations aesthetic and creative basis	Areas of specialisation technical and academic basis	

Structure criteria

of the consecutive
educational programme

Construction of the consecutive educational programme

_ Generalistic University Education Industrial Design

	Broad-based university education in Industrial Design	Realisation-com- petence	Scientific and strategic competence
M.A.	Innovation	Realisation	Reflection
B.A.	Concept and Visualisation	Technologies	Contexts + Perspectives
	Core concentrations aesthetic and creative basis	Areas of specialisation technical and academic basis	

B.A.

Bachelor of Arts in
Industrial Design



Objectives

- _ Broad-based professional competence and specialized knowledge in industrial design
- _ Solid foundations for independent work in the various stages of design planning and execution
- _ Problem-solving ability through creative, aesthetic, technological and rigorous means and methods.

Job prospects

- _ freelance work for, e.g., design studios
- _ full-time employment, e.g., assistant staff at design studios of larger firms

B.A. Bachelor of Arts in Industrial Design

Curriculum

Bachelor's Programme (3 years / 180 Cr)

Bachelor's Thesis BA-Projekt BA-Thesis 20 Cr			
Design + Visualisation	Technologies	Contexts + Perspectives	Field of supplement
<ul style="list-style-type: none"> _ shape and cognition _ Design + Visualisation _ method + experiment _ Layout: process _ Layout: Technique <p>58 Cr</p>	<ul style="list-style-type: none"> _ material + construction _ construction + technology <p><i>Specialisation (optional)</i></p> <p>22 Cr (+9 Cr Specialisation)</p>	<ul style="list-style-type: none"> _ Ergonomics _ Design Studies _ Man, System, Environment _ Economy <p><i>Specialisation (optional)</i></p> <p>34 Cr (+9 Cr Specialisation)</p>	<ul style="list-style-type: none"> _ specific basis techniques _ communication + presentation _ studies liberale <p><i>Training courses Practice</i></p> <p>37 Cr</p>

Bachelor's and Master's Programme in Industrial Design

B.A. Bachelor of Arts in Industrial Design

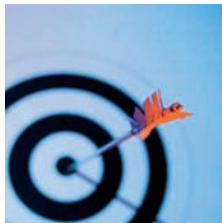
B.A. contents

Design + Visualisation	Technologies	Contexts + perspectives	Field of supplement
Shape + Cognition _ Basics of Form I _ Basics of Presentation Techniques I	Material + Production _ materials _ plastics _ production	Ergonomics _ Theoretical Ergonomics _ Applied Ergonomics _ Experiments + Developmen	Expert techniques _workshop: Wood, metal, plastics _ model-presentation _dokumentation techniques
Design + Visualisation _ Basics of Form II _ Basics of Presentation Techniques II _Basics of Design	Construction + Technology _ Construction _ CAD _ Rapid Prototyping	Design Sciences _ Scientific work in Design _ History of Art and Design _ Designtheory	Communication + presentation _ rhetoric, application training, business start-up etc. _Teams: website, „sichtwerk“- exhibition, fairs, Alumni, annual
Method + Experiment _ methodical Design _ experimental Design		Man, System, Environment _ Media-aesthetics _ Human-Machine-Interface- design	Studies liberale _ free selectable out of the Course-offer of the entire university
Design Layout: process (projectwork theme 1)		Economy _ Basics of Business management _ Designmanagement _ Basics of Law	Training course
Design Layout: Process (projectwork theme 2 + short term project)	Specialisation (Colloquium + projectwork)	Specialisation (Colloquium + projectwork)	



M.A.

Master of Arts in
Industrial Design



Objectives

- Advance broad-based professional competence and expanded knowledge in industrial design
- Problem-solving abilities and strategies for complex and socially-relevant design tasks
- Independent analysis of transdisciplinary problems and challenges
- Methodical planning and systematic implementation of application-relevant design ideas

Job Prospects

- Supervisory positions, e.g. design team leader
- Research-oriented fields (concentration: "reflection"), e.g., design research and development at universities and institutes, consulting
- Market-oriented fields (concentration: "realisation"), e.g., design management for businesses
- Self-employment, private business



M.A.

Master of Arts in
Industrial Design

Curriculum

_ application-based programme

Master's Programme (2 years / 120 Cr)

Master-thesis with emphasis on „realisatin“ or „reflection“ MA-project MA-thesis 30 cr		
<i>Core field</i>	<i>Field of specialisation</i>	<i>Field of specialisation</i>
Innovation	Realisation	Reflection
<ul style="list-style-type: none"> _ Designproject 1 _ Designproject 2 _ Designproject 3 <p>36 Cr</p>	<ul style="list-style-type: none"> _ Design Engineering _ strategy and organisation <p><i>specialisations (optional 2:1)</i></p> <p>27 Cr (+9 Cr specialisations)</p>	<ul style="list-style-type: none"> _research in design <p><i>specialisations (optional 2:1)</i></p> <p>18 Cr (+9 Cr specialisations)</p>



M.A.

Master of Arts in
Industrial Design

Contents

Innovation	Realisation	Reflection
Transdisciplinary project 1 (project work)	<i>Design Engineering</i> _product Engineering _development of product _rapid and Virtual Prototyping	<i>Research in design</i> _historical-systematic science of design _empirical ergonomics _user centered product- and system-development
Transdisciplinary project 2 (project work)	<i>Strategy and Organisation</i> _project Management _ marketing _ sustainability	
Transdisciplinary project 3 (project work)	<i>Specialisations</i> _(colloquium + project work)	<i>Specialisations</i> _(Colloquium + project work)



“Industrial Design at the University of Duisburg-Essen produces well-rounded graduates with a broad range of problem-solving abilities. They feel secure in a multitude of fields and possess the reflection and practical know-how required by many different types of design work.”

(Results of the BAMA-committee-meeting)

Thank you for your attention

