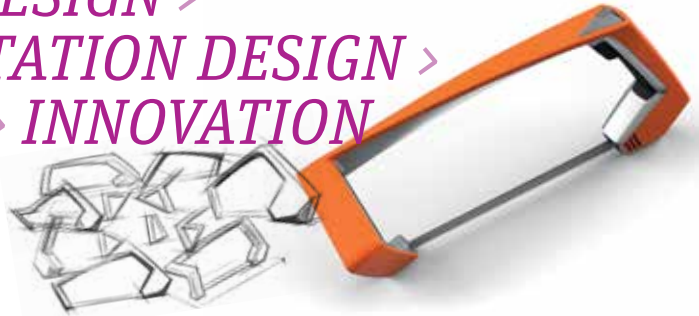


**PRODUCT DESIGN >
TRANSPORTATION DESIGN >
USABILITY > INNOVATION**



A growing trend towards design is becoming increasingly apparent everywhere around the world. Industrial design focuses on industrially manufactured products and systems. While many designers specialise in aesthetic object design, there is a lack of designers with knowledge of construction, electronics, marketing or ergonomics. Consequently, our industrial design education takes a technical and functional approach. The focus of our degree programmes is on product and transportation design.

Interdisciplinary projects form the backbone of training on both bachelor and master programmes, and both courses involve a full internship semester. The projects undertaken as part of the master degree programme in Industrial Design are supervised by renowned guest lecturers (recently from Audi, BMW and MINI DESIGN).

The degree programme trains students in fundamental scientific and creative principles, and develops their practical and technical skills. Cooperative projects provide a unique opportunity to bring together the visionary ideas of the students and the experience of competent partners from the world of industry.

“The ethical component is becoming increasingly important, and consequently the responsibilities of designers grow. Creative thinking also helps you achieve much in business, far beyond design. Designers are well placed to visualise and communicate future scenarios.”

DI(FH) Michael Tropper, Graduate forpeople, London



FACTS

- Bachelor of Arts in Arts and Design (BA)
 - Full-time
 - 6 semesters, 180 ECTS
 - 16 places per year
 - Language of instruction: German, selected courses in English
 - Head of Degree Programme and Institute: FH-Prof. Dipl.-Designer Michael Lanz
 - FH JOANNEUM Graz
- www.fh-joanneum.at/idb



CURRICULUM: 180 ECTS (30 ECTS per semester)

BACHELOR DEGREE PROGRAMME INDUSTRIAL DESIGN					
1st semester	2nd semester	3rd semester	4th semester	5th semester	6th semester
Design Project 1 6 ECTS	Design Project 2 4 ECTS	Project 1 "Design + Ergonomics" 12 ECTS	Project 2 "Design + Innovation" 13 ECTS	Project 3 / Bachelor's Thesis 1 "Design + Sustainability" 5 ECTS	Bachelor's Thesis 2 (Seminar / Supervision) 6 ECTS
Design 1 9 ECTS	Design 2 9 ECTS			Transportation Design Basics 6 ECTS	
Freehand Drawing 2 ECTS	Shaping / Semantics 4 ECTS	Graphic Design 1 3 ECTS	Digital Design Tools 1 3 ECTS	Graphic Design 2 2 ECTS	Internship 24 ECTS
Visual Communication 1 3 ECTS	Visual Communication 2 3 ECTS	Visual Communication 3 3 ECTS	CAD 2 3 ECTS	Digital Design Tools 2 4 ECTS	
Model Building 1 4 ECTS	Model Building 2 4 ECTS	CAD 1 3 ECTS	Engineering 2 4 ECTS	Virtual Modelling Basics 4 ECTS	
Design Basics 2 ECTS	Photography 2 ECTS	Engineering 1 4 ECTS	Strategic Design 4 ECTS	Mechatronics 2 ECTS	
Descriptive Geometry 2 ECTS	Engineering Basics 2 ECTS	Perception + Colour Psychology 2 ECTS	Communication 2 1 ECTS	History and Theory of Design 3 ECTS	
General English 1 2 ECTS	General English 2 2 ECTS	Communication 1 1 ECTS	Professional English 2 2 ECTS	Philosophy and Design 2 ECTS	
		Professional English 1 2 ECTS	Professional English 2 2 ECTS	Professional English 3 2 ECTS	

Projects	Design Competence	Visual Communica- tion Competence	Technical Competence	Fundamentals and Methodology	Interdisciplinary Qualification	Internships
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