INDUSTRIAL DESIGN, BFA

for the degree of Bachelor of Fine Arts Major in Industrial Design

The Industrial design program focuses on a human centered approach to identify opportunities to design new products and services. The studio courses emphasize learning through problem-solving, understanding user experience, market demand, materials, and production processes. Students can develop their interest, and engage in creating intuitive, innovative products and services, that are in visual harmony with their environment. Designs that satisfy the consumer desire while being responsive to changes in technology and culture benefit society.

The curriculum in Industrial Design requires 122 credit hours.