



## DIPLOMA IN ENGINEERING TECHNOLOGY INDUSTRIAL DESIGN

JPT/BPP(K)1000-600/8293 Jld3(14)( N/521/4/0103)(MQA/PA 4785) 2/2020

### PROGRAMME BRIEF

The industrial design programme prepares students to be creative, practical, aesthetics-focused, collaborative problem-solver, and to conduct the design process from project brief to design implementation. Students not only create and develop design work but each creation of design is optimized in its function, value and appearance.

Industrial Design adapts into the changing and developing technology by supporting the manufacturing and engineering industries in areas like design, CAD/CAM, prototyping, production and services. The curriculum includes the phases of design field study including ideation, concept selection, refinement, detailing to model-making, prototyping, testing, refining, and manufacture.

The student is expected to acquire presentations, problem-solving, communication, documentation, and organizational skills during the phases of the design process through industry collaborations and studio projects.

### CORE STUDY AREAS

- Design Studio
- Creativity & Innovation
- Design Projects
- Digital Design & Styling

### JOB OPPORTUNITIES

- Industrial Designer
- Automotive Designer
- CAD Designer
- Product Designer

**“ Between two products equal in price, function and quality, the better looking will outsell the other. ”**

**Raymond Loewy**  
The Father of Industrial Design