

THREE-DIMENSIONAL DESIGN /

INDUSTRIAL DESIGNERS use drawings, models, and computer programmes to design products which will be made in factories. Such factory-made products range from mobile phones, to furniture, to cars. Industrial designers also design products which will be made as one-offs, such as craft products, trophies, or models and full-scale mock-ups for a movie. They can also use their skills to invent completely new products, to do computer modelling and animation, and to propose new ways of doing things.

This is a very exciting time to be a designer, but also a very challenging time. It is exciting because design can be a glamorous profession and it is challenging because designers are also asked to design products to help solve many of the world's problems, from poverty alleviation to sustainability. If you like solving problems, and are good at planning and communicating, have a flair for style and aesthetics, and like working with your hands, then industrial design is for you!

ADMISSION REQUIREMENTS

A Senior Certificate or an equivalent qualification is required.

SELECTION

A selection panel will use a prescribed portfolio of practical work and your school leaving results, weighted equally, to decide on your entrance to this course.

TRAINING

UNIVERSITY OF TECHNOLOGY

PROGRAMMES OFFERED

NDip: Three-dimensional Design

BTech: Industrial Design

MTech: Industrial Design

NDIP: THREE-DIMENSIONAL DESIGN

The major subjects in this programme are practical ones, which aim to develop all the skills necessary for doing design:

- creative, analytical, and critical thinking • visualisation
- freehand drawing and freehand rendering
- computer modelling and computer rendering • engineering drawing
- oral communication and personal presentation
- model-making and prototyping.

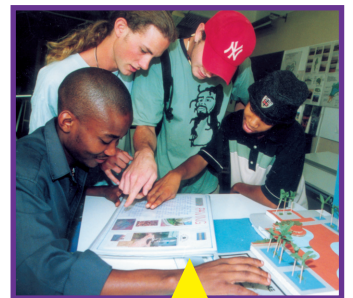
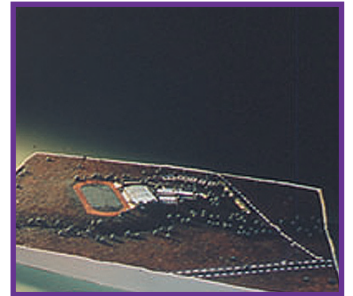
The theory subjects, History of Industrial Design, Business Studies and Technology, complement and support the practical ones by providing knowledge vital for putting your skills to intelligent use.

DURATION OF PROGRAMME

Three years full-time study.

CAREER OPPORTUNITIES

As the introduction shows, the range of careers available to a graduate of this diploma course is very wide. Typically, you will form part of a design team, either in a design consultancy or in an in-house design office for a manufacturer. With the right entrepreneurial spirit you could start your own business, either as a consultant designer or as a manufacturer of products. There are also many opportunities in other careers associated with design, such as crafts, designer/maker, set-building and special effects for the movie industry and advertising agencies, model-making, illustration, and draughting.



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