

INDUSTRIAL DESIGN

BTECH: INDUSTRIAL DESIGN

Although the National Diploma: Three-dimensional Design prepares you for a career in Industrial Design, the Bachelor of Technology: Industrial Design is considered by many professional designers to be the entry level degree for a career in industrial design.

This course is designed to enhance your professional competencies, develop your critical thinking about design issues, and for those wishing to study further, it provides preparation for a Masters Degree in Design, whether locally or at an overseas education institution. A degree in design is also recognised by most overseas employers, whereas a diploma is not. Such employers assess a designer's competence on his/her personal portfolio, and the BTech: Industrial Design allows you to prepare a very polished portfolio.

ADMISSION REQUIREMENTS

For the BTech: Industrial Design the admission requirements is a NDip: Three-dimensional Design.

DURATION OF BTECH: INDUSTRIAL DESIGN

NDip: Three-dimensional Design **PLUS** one year full-time study.

EXPERIENTIAL LEARNING

Students are required to work in an Industrial Design-related field in industry for a period of five weeks during their BTech year.

CAREER OPPORTUNITIES

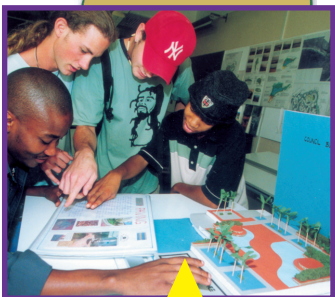
The range of careers available to a graduate of the degree course is wider than those of the diploma course, because a degree graduate has access to postgraduate courses and to careers in the academic and research fields. The masters degree course provides exciting possibilities for developing well researched and ground-breaking solutions to design problems.

In addition, many employers prefer degree graduates over diploma graduates because of their advanced design skills and their training in critical and strategic thinking. As a practising designer, you will usually 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. The BTech: Industrial Design is the ideal platform from which to apply for specialist design studies like automotive design.

FURTHER STUDY

MTech: Industrial Design



40

