



passion. is the essential ingredient.

## industrial designer

- noun

a person who constantly engages the mind to think and re-think design; to create and re-create products, services and experiences in order to make a difference in the quality of life.



### Bachelor of Arts (Industrial Design)

The B.A. Industrial Design programme is designed to appeal to the aspirations and creative passion of a new generation of multi-faceted and entrepreneurial students seeking a career in the creative and design industries. It assimilates the culture of product design and engineering technology with an entrepreneurial spirit.

The programme is founded on its strength in the learning of **design fundamentals**, followed by **market and brand awareness**, **conceptual thinking** as well as **design research** in support of analysis and **design developments**.

Engineering and Marketing modules are also incorporated to enable students to integrate **technological requirements** and to understand the **business aspects of design**.

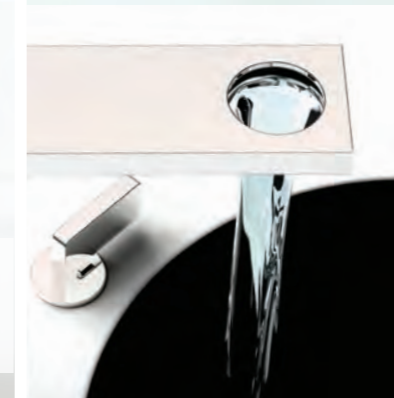
Close collaboration with partner institutions and industries locally and internationally gives our students hands-on training of the required skill-set and understanding of the industry.



Airwash (Waterless Washing Machine)  
Electrolux Design Lab 2005 Competition  
Grand Winner  
Gabriel Tan and Wendy Chua



Ring Faucet  
Red Dot Award: Design Concept 2006  
Luminary Award  
Lim Sun Liang



LeapFrog (Assistive Walking Aid)  
BraunPrize 2007  
Grand Winner  
Donn Koh



Dandella (GPS Tracking Device)  
International Design Competition  
Osaka 2006, Gold Prize  
Priscilla Lui and Tan Yong Kai

You design your creative career.



**Carving a creative career.** The unique coursework-based programme cultivates design thinking and processes which the students can apply in the personal directions they wish to take. Coupled with passion and dedication, it brings out the best in them – as an individual and as a group.

With Singapore's commitment to establish itself within the creative industry, graduates of the programme find careers in many well-known foreign manufacturers and design consultancies and serve within R&D companies, service sectors, marketing sectors, government agencies as well as in education.

Some companies that have employed our graduates include: BMW Group Designworks USA, Electrolux (USA), Zibadesign (USA), GRO (Netherlands), Asus, Dell, Motorola, Philips, Nokia (Finland), Tupperware (Belgium), DesignSingapore Council and the Ministry of Education (Design and Technology), among others.