

# Industrial Design

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## Curriculum

### **Diploma degree programme**

Duration: 10 Semesters

Programme Number: 580

The curriculum for the Industrial Design diploma degree programme approved by the Curricular Committee for Industrial Design pursuant to § 15 para. 3 of the University Studies Act (UniStG), BGBl. I No. 48/1997, last amended with BGBl. I No. 53/2002, was not prohibited in its modified version by the Austrian Federal Ministry for Education, Science and Culture (BMBWK) with GZ 52.352/36-VII/D/2/2002 from 27 June 2002. The following text corresponds to the version amended by the Senate on 2 June 2005.

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**1. Qualification profile****Preamble**

Industrial Design is taught at the University of Applied Arts Vienna with a deep awareness of our responsibility for cultural and societal developments. In all areas of the programme, the focus is on conceptual design and action. The programme builds upon applied knowledge with regard to materials, manufacturing processes, presentation and transfer methods, but is also shaped by theoretical and scientific content. Practice-oriented aspects of the programme prepare graduates for the challenges of an international professional field. The new allocation designated by the legislature – from an artistic to an engineering sciences programme (pursuant to the University Studies Act, Appendix 1 subpara. 2. 11a) – underlines the interdisciplinary character of the Industrial Design diploma degree programme.

**Professional skills**

The professional field of the graduates involves finding solutions for the design of our environment, be it objects, products, spatial design, or temporary events. The discipline is approached through people, their ideals and material needs, as well as the environment in which they move. Various aspects of disciplines with contextual relevance are linked and incorporated into the respective analytical and creative planning process. Professional practice can take place on a self-employed basis, both outside and within companies or institutions, and in theory, teaching, and research.

**Educational objectives**

- Up-to-date information on the latest artistic, scientific, technical, and societal developments
- The ability to recognise the essence of a task and to analyse the conditions
- Mobilisation of creative potential in the development of new problem-solving methods
- Comprehending the complexity of the design process
- Organisation of work processes in scheduled commitments
- Presentation skills
- A capacity for persuasive argumentation

**Implementation in the programme**

Studying at the University of Applied Arts Vienna is characterised by knowledge transfer in small groups and the close contact between the teaching staff and the students. The master class principle makes it possible to individually address the needs of the students and to sharpen their personality and artistic profile over the course of the programme. The paradigms of the future professional environment are tested on the basis of models. During the programme, a critical examination of other disciplines is facilitated by the proximity to the diverse fields of study taught at the University of Applied Arts, while practical work and the realisation of designs are enabled by the technological possibilities offered at the university.

In the first stage of the programme, the basic tenets of design are communicated, while the second stage serves to elaborate the subjects and offers the possibility for individual specialisation.

During the second stage of the programme, one semester abroad at a partner university is recommended.

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## 2. Course of studies

### Entrance examination

The Industrial Design diploma degree programme requires discipline-specific aptitude. The entrance examination is held before an examination board.

The examination is divided into three parts:

- a. Assessment of the prepared portfolio
- b. Dealing with discipline-specific artistic tasks posed by the examination board
- c. A personal interview with the examination board

The entrance examination is considered to have been successfully completed when the examination board positively assesses all three parts. The date of the entrance examination must be announced beforehand in the study guide. Pertinent general provisions for admission to Austrian universities are also applicable.

### Orientation period

The courses of the orientation period are listed from page 4 on. They are particularly characteristic of the Industrial Design diploma degree programme. They comprise 20 semester hours (SH), which corresponds to approximately 13% of the total semester hours of the first programme stage.

### Scope and structure of the programme

1. The standard period of study in the Industrial Design diploma degree programme is 10 semesters with a total of 300 SH.
2. The diploma degree programme is divided into two stages:
  - The first stage comprises 156 SH of compulsory subjects (156 ECTS credits). The first stage is concluded with full positive assessment of the first diploma examination.
  - The second stage comprises 110 SH of compulsory subjects (80 ECTS credits). The Industrial Design diploma degree programme is concluded with full positive assessment of the second diploma examination. Graduates are awarded the academic title Magistra/Magister of Industrial Design (Lat.: Magistra/Magister designationis industrialis; abbr.: Mag. des. ind.)
3. 2 SH in Gender Studies are to be selected from the complete range of courses offered by recognised Austrian and foreign tertiary educational institutions.
4. The 34 SH of free electives serve the development of one's own area of focus and are not allocated to a particular programme stage. It is recommended to equally distribute them throughout the study. They are to be selected from the complete range of courses offered by recognised Austrian and foreign tertiary educational institutions.

### Types of courses

#### KE Private tutoring

A combination of artistic and theoretical teaching content. It serves the purpose of personal supervision and consultation in the design work.

#### VO Lectures

An introduction to significant aspects of a specific subject area, its structure and content, explaining the fundamental connections and methods.

#### UE Exercises

Serve to convey and test artistic, scientific, and/or technical skills and abilities.

#### PUE Project exercises

Exercises conducted in connection with the design work

#### PS Proseminars and SEM Seminars

Serve the purpose of in-depth discourse in sections of a subject. Independent performance is expected from the participants.

#### EX Excursions

Serve to convey knowledge that cannot be offered within the university.

**ECTS**

Given that a semester abroad at a recognised post-secondary educational institution is recommended in the second programme stage, ECTS credits are assigned to the individual courses in the curriculum. The European Credit Transfer System (ECTS) serves for the reciprocal recognition of subjects that students complete in the framework of studies at another Austrian or foreign tertiary educational institution. The assignment of ECTS credits to the individual courses is a method to quantitatively compare courses. 30 ECTS credits are assigned to the workload of a full semester.

**First programme stage**

The first stage comprises 156 SH of compulsory subjects (156 ECTS credits). The courses marked with a \* indicate the orientation period.

Subject / Course title	Type	SH	ECTS
<b>from the subject Industrial Design</b>		72	72
Design 1	KE	12*	12
Design 2	KE	12	12
Design 3	KE	12	12
Design 4	KE	12	12
Design 5	KE	12	12
Design 6	KE	12	12
<b>from the subject Technology</b>		28	28
Materials Science		4*	4
Materials Laboratory		4	4
Manufacturing Techniques		4	4
Applied Mechanics		2	2
Construction Principles		2	2
Supporting Structures		4	4
Conceptual Structural Engineering		4	4
Applied Mathematics		2	2
Light Design		2	2
<b>from the subject Theory</b>		28	28
Design History		2*	2
History and Theory of Design		8	8
History and Theory of Architecture		2	2
Art History		4	4
Humanities and Cultural History		3	3
Communication Theory		2	2
Philosophy		2	2
Art and Cultural Sociology		2	2
Form and Semiotics		3	3
<b>from the subject Transfer</b>		28	28
Nude Drawing		4	4
Painting and Drawing Techniques		2*	2
Geometric Sketching		3	3
Plan Drawing		2	2
Applied Geometry		3	3
Computer Studio		10	10
Model Construction		4	4

**Second programme stage**

The second stage comprises 110 SH of compulsory subjects (80 ECTS credits).

Subject / Course title	Type	SH	ECTS
<b>from the subject Industrial Design</b>		84	<b>54</b>
Industrial Design 1	KE	28	<b>18</b>
Industrial Design 2	KE	28	<b>18</b>
Industrial Design 3	KE	28	<b>18</b>
<b>from the subject Management</b>		16	<b>16</b>
<i>select from the following list of courses</i>			
Constitutional and Administrative Law		2	<b>2</b>
Contract and Copyright Law		2	<b>2</b>
Commercial Legal Protection		2	<b>2</b>
Business Administration		2	<b>2</b>
Advertising and Marketing		2	<b>2</b>
Design Management		2	<b>2</b>
Product Planning		2	<b>2</b>
Presentation Methods		2	<b>2</b>
Publicity		2	<b>2</b>
Communication Theory		2	<b>2</b>
Project Management		2	<b>2</b>
Art and Knowledge Transfer		2	<b>2</b>
Exhibition Design and Project Organisation		2	<b>2</b>
<b>from the subject Technology</b>		4	<b>4</b>
<i>select from the following list of courses</i>			
Prototype Construction		4	<b>4</b>
Industrial Production Methods		4	<b>4</b>
<b>from the subject Transfer</b>		4	<b>4</b>
<i>select from the following list of courses</i>			
Photography		2	<b>2</b>
Video		2	<b>2</b>
Product Graphics		2	<b>2</b>
Computer Animation		2	<b>2</b>
<b>from Gender Studies</b>		2	<b>2</b>
lectures, proseminars, seminars, exercises, and project exercises in accordance with the courses offered			
<b>from the Free Electives</b>		34	<b>34</b>
lectures, proseminars, seminars, exercises, and project exercises in accordance with the courses offered			

**3. Examination regulations**
**Entrance examination**

See Course of study / Entrance examination

**Course examinations**

For each of the courses prescribed in the curriculum, a course examination must be successfully completed. Course examinations are individual examinations conducted by the head of the course. The examination method is to be announced at the beginning of each semester.

**First diploma examination**

The first diploma examination consists of the following parts:

- Positive assessment in all of the course examinations prescribed in the curriculum for the first programme stage
- The examination before the examination board

A requirement for admission to the examination before the board is the positive completion of the prescribed compulsory courses for the first programme stage to the extent of 156 semester hours. The dean of academic affairs decides upon admission to the examination, the composition of the examination board, and the date upon which diploma examinations are held. The examination is held in the form of a discussion with the members of the examination board on the basis of a design project.

**Second diploma examination**

The second diploma examination consists of the following parts:

- Positive assessment in all of the course examinations prescribed in the curriculum for the second programme stage
- The final examination in the form of an assessment of the diploma thesis by the examination board

A requirement for admission to the final examination before the board is positive completion of all prescribed compulsory courses and free electives in the curriculum and the completion of the diploma thesis. The dean of academic affairs decides upon admission to the examination, the composition of the examination board, and the date upon which diploma examinations are held. The examination is held in the form of a discussion with the members of the examination board on the basis of the diploma thesis. Special attention should be paid to the participation of appropriately qualified members of the examination board from outside the university.

**Diploma thesis**

The topic of the diploma thesis is to be selected from the subject Industrial Design. The diploma thesis comprises 30 ECTS credits.

**4. Final and interim provisions****Foreign languages**

The study of foreign languages is seen as an integral component of the programme. Upon request, individual courses can be held in English.

**Entry into force**

This version of the curriculum entered into force on 1 October 2005.