

# Industrial Design

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## Curriculum

### Diploma Degree Programme

Duration: 10 Semesters

Programme Number: 580

### Entry into force: Winter semester 2013/14

Approved by the Senate of the University of Applied Arts Vienna,  
announced in the University Gazette 13, 2012/2013.

Legally binding is only the German version as it is published in the  
University Gazette of the University of Applied Arts Vienna.

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## Qualification profile

### Preamble

Industrial Design is an engineering sciences programme. At the University of Applied Arts Vienna the design process is central in the programme. Industrial Design is taught with a deep awareness of the responsibility for cultural, social, ecological, economic, and political developments. The professional field addresses questions about the shaping of our environment, with regard to both objects as well as processes and procedures. 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, whereby the collaboration takes place in interdisciplinary teams.

Professional practice can take place on a self-employed basis, both outside and within companies or institutions, and in theoretical work, teaching, and research.

### Objectives and qualifications

The objective of the programme is that

- students establish their own unique position as designers and are capable of lending their practice an individual, unmistakable signature within the broad spectrum of theoretical approaches and mindsets,
- students develop an attitude informed by an awareness for cultural, social, economic, ecological, and political responsibilities,
- students attain a readiness to elaborate technological, economic, and cultural developments and to actively take part in them.

The following competences should be obtained:

- the ability to recognise the essence of a design task, to analyse its requirements, and document them in a comprehensible way
- the ability to acquire appropriate information in line with the latest artistic, scientific, technical as well as social and cultural developments and to translate it into the design
- the ability to recognise the difference between artistic and scientific methods and to employ both in a meaningful way
- the mobilisation of creative potentials for exploring new solutions
- an understanding of the complexity of the design process and concept development
- the ability to visualise, convey, and convincingly argue ideas and concepts
- self-organisation, organisation of the work flow in a scheduled context, project organisation and project management
- command of presentation techniques, prototyping
- the ability to judge and criticize and a capacity for (self-)assessment
- a capacity for teamwork, work in interdisciplinary teams
- the ability to consciously deal with diversity
- the ability to participate in national and international discourses
- an understanding of the boundaries of design

**Implementation in the programme**

Teaching in the realm of design is project oriented; the students are supported on a personal basis. In collective work in teams consisting of students from different academic years, students mutually benefit from each other.

In the programme, knowledge and skills are correlated with the design process and are seen as design tools with direct practical application.

External experts are regularly involved in the teaching.

During the programme, a critical examination of other disciplines is facilitated by the proximity to diverse fields of study taught at the University of Applied Arts Vienna, while practical work and the realisation of designs are enabled by the technological possibilities offered at the university.

Complex projects are also carried out in cooperation with various companies/organisations; internships provide access to expertise outside of the university and insights into the professional practice.

It is recommended to study abroad for one semester during the course of the second study segment.

**Course of study**

**First study segment**

The first segment comprises 180 ECTS credits (six semesters).

<b>Design</b>	<b>ECTS</b>	<b>SH</b>	<b>Type</b>
<p><b>Design Basics</b></p> <p>Serves to explain, systematically explore, and reflect upon central aspects of the design process:</p> <ul style="list-style-type: none"> <li>- Understanding the task</li> <li>- Research</li> <li>- Idea development</li> <li>- Assessment of methods</li> <li>- Project communication</li> <li>- Documentation</li> <li>- Self-organisation</li> <li>- Teamwork</li> </ul>	<b>15</b>	<b>5</b>	<b>KE/VU</b>
<p><b>Design 1.0</b></p> <p>Project-oriented work on topical tasks. Experts from the design field are regularly invited for feedback talks in reviews and presentations as well as in workshops.</p> <p>12 ECTS credits can be completed in type KE courses offered in other study programmes at the University of Applied Arts Vienna.</p> <p>Requirement for admission: Completion of "Design Basics".</p>	<b>48</b>	<b>16</b>	<b>KE</b>
<p><b>Design 1.1.</b></p> <p>Project work</p> <p>Requirement for admission: Completion of Design 1.0 to the amount of 48 ECTS credits.</p>	<b>18</b>	<b>4</b>	<b>KE/PA</b>
<b>TOTAL</b>	<b>81</b>		
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<b>Transfer Techniques</b>	<b>ECTS</b>	<b>SH</b>	
<p><b>Model Construction</b></p> <p>Additive, subtractive, cast, surface treatment, 3D models, animation and rendering, CAD, CNC</p> <p>To be selected from the list of subjects</p>	<b>14</b>		
<p><b>Experimental Lab</b></p> <p>Creative experiments with different materials and design tools, analogue and digital</p> <p>To be selected from the list of subjects</p>	<b>6</b>		
<p><b>Drawing and Sketching – Analogue and Digital</b></p> <ul style="list-style-type: none"> <li>- Drawing and sketching techniques</li> <li>- Geometric sketching</li> </ul>	<b>11</b>		

- Nude/Figure drawing	2	2
- Computer-aided design and drawing techniques	2	2
<b>User Interface Design</b>	<b>2</b>	<b>2</b>
<b>Photography</b>	<b>4</b>	
- Visualisation skills in photography	2	2
- Digital image processing	2	2
<b>Video and Film</b>	<b>4</b>	
Storyboards, film cutting and post-processing, sound		
To be selected from the Video Studio list of subjects		
<b>Graphics for Industrial Design – Basics</b>	<b>4</b>	
- Layout	2	2
- Typography	2	2
<b>Presentation Techniques</b>	<b>2</b>	<b>2</b>
<b>TOTAL</b>	<b>47</b>	
<b>Technology / Natural Science Basics</b>	<b>ECTS</b>	<b>SH</b>
<b>Supporting Structures, Mechanics, Electronics, Engineering</b>	<b>10</b>	
To be selected from the list of subjects		
<b>Materials Science, Manufacturing Techniques, Production Methods</b>	<b>6</b>	<b>6</b>
<b>Ecology and Sustainability</b>	<b>10</b>	
<b>Schematic and Construction Drawing</b>	<b>4</b>	
- Technical Drawing	2	2
- Schematic Representation	2	2
<b>Descriptive Geometry for Design</b>	<b>4</b>	
To be selected from the list of subjects of the Geometry Department		
<b>Mathematics</b>	<b>2</b>	<b>2</b>
<b>TOTAL</b>	<b>28</b>	
<b>Art and Cultural Studies – Basics</b>	<b>ECTS</b>	<b>SH</b>
<b>Introduction to Theory and Design History I + II</b>	<b>4</b>	<b>4</b>

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<b>Design and Diversity</b>	<b>2</b>	<b>2</b>
<b>Introduction to Working Academically</b>	<b>2</b>	<b>2</b>
<b>Product Design – Historical Overview</b>	<b>2</b>	<b>2</b>
<b>Design Morphology</b>	<b>2</b>	<b>2</b>
<b>Aesthetics Basics</b>	<b>2</b>	<b>2</b>
<b>Cultural Studies – Introduction</b>	<b>2</b>	<b>2</b>
<b>Art History</b>	<b>2</b>	<b>2</b>
To be selected from Cycle I–IV		
<b>TOTAL</b>	<b>18</b>	

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<b>Free Electives</b>	<b>ECTS</b>	<b>SH</b>
<b>TOTAL</b>	<b>6</b>	

**Second study segment**

The second segment comprises 120 ECTS credits (four semesters), which consists of courses and the diploma project.

<b>Design</b>	<b>ECTS</b>	<b>SH</b>	<b>Type</b>
<b>Design 2.0</b>	<b>40</b>	<b>12</b>	<b>KE</b>
The completion of the first study segment is conditional for participating.			
<b>Courses closely connected to projects of Design 2.0</b>	<b>8</b>		
Selected personally by the student, all university courses are applicable			
<b>Planning the selection of courses closely connected to projects of Design 2.0</b>	<b>1</b>		
Students are supported in the planning and selection of these courses.			
<b>TOTAL</b>	<b>49</b>		

<b>Design in Context</b>	<b>ECTS</b>	<b>SH</b>	<b>Type</b>
<b>Theory and Design History</b>	<b>2</b>		
To be selected from the list of subjects from the Department of Theory and Design History			
<b>Design in Social and Political Contexts</b>	<b>3</b>		<b>RV+SE</b>
<b>Design in the Context of Ecology and Sustainability</b>	<b>3</b>		<b>RV+WSP</b>
<b>Business Administration and Law – Professional Studies</b>	<b>3</b>		<b>RV+WSP</b>
<b>TOTAL</b>	<b>11</b>		

<b>Exchange and/or Internship</b>	<b>ECTS</b>	<b>SH</b>
In the framework of this module students can choose to complete:		
- University courses (national and international)		
- Design-related internships at companies and non-university institutions		
The work scope can consist of different components.		
<b>TOTAL</b>	<b>30</b>	

<b>Diploma Project</b>	<b>ECTS</b>	<b>SH</b>
<b>TOTAL</b>	<b>30</b>	

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## Examination regulations

### Entrance examination

The entrance examination serves to determine artistic and professional aptitude. The entrance examination is held before an examination board.

The examination is divided into three parts:

- a. Assessment of the prepared portfolio
- b. Solving discipline-specific artistic tasks
- c. Personal interview

### First diploma examination

The first diploma examination concludes the first study segment and consists of the following parts:

- Successful completion of all courses in the first study segment
- Examination before the examination board.

A requirement for admission to this examination is a positive assessment in Design 1.0

The vice-rector for academic affairs stipulates admission to the examination, the composition of the examination board, and the dates on which the examination is held. The examination takes place in the form of a discussion with members of the examination board on the basis of the project from Design 1.1.

### Second diploma examination

The second diploma examination concludes the diploma programme and consists of the following parts:

- Successful completion of all courses in the second study segment
- Examination before the examination board

A requirement for admission to the final examination before the examination board is a positive assessment in all courses stipulated in the curriculum and the completion of the diploma project. The vice-rector for academic affairs stipulates admission to the examination, the composition of the examination board, and the dates on which the examination is held. The examination takes place in the form of a discussion with members of the examination board on the basis of the diploma project. Special attention should be paid that appropriately qualified experts from outside of the university are involved in the examination board.

### Diploma project

The diploma project comprises a work scope of 30 ECTS credits.



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## Recognition

### Recognition of courses

For the recognition of courses, their content and the work scope (ECTS credits) are relevant.

### Recognition of design-related internships

The eligibility of internships must be confirmed in advance.

That it is an eligible internship pursuant to § 78 of the Austrian Universities Act 2002 can be determined in advance with a written request to a responsible teacher for Design. Otherwise, it will be confirmed in the recognition process by the administrative body for study law.

The work scope is calculated on the basis of a confirmation by the employer about the effective working time during the internship (25 work hours = 1 ECTS credit).

### Types of courses

Different types of courses are described in the statutes of the University of Applied Arts Vienna in Part II: Study Law § 5. The required formats of a lecture series with seminar (RV+SE) and a lecture series with workshop (RV+WSP) are not covered in the types defined in the statutes. Hence, they are additionally stipulated here in the Curriculum for Industrial Design.

#### Lecture series with seminar/workshop (RV+SE, RV+WSP)

Experts are invited to lectures. The content of the lecture is contextualised in the seminar/workshop and becomes subject matter of the concluding test on the seminar/workshop.

### Prerequisites

Proof of knowledge in descriptive geometry (Matura or A-Level). If this requirement is not fulfilled, the course "Introduction to Descriptive Geometry" must be taken as a free elective in the first study segment.