Industrial Design, BSD

Program Description

Industrial designers are responsible for the design of product and service systems that people use in their everyday lives. The BSD program in industrial design at ASU focuses on a new model of transdisciplinary product development called integrated innovation. Using this model of innovation, students systematically work through a matrix of four questions:

1. What is valuable to users?
2. What is possible through engineering?
3. What is desirable to business?
4. What is good for society and the environment?

The goal of the program is to help students learn how to create product and service systems that:

- benefit society while minimizing impacts on the environment
- can be realized through appropriate technology and engineering
- create measurable value for business
- satisfy people's needs

All students who are admitted to the major must pass a degree milestone to continue in the major at the end of the first year. For more information on the milestone process, students should visit https://design.asu.edu/resources/students/milestones.

This is an eight-semester program requiring sequential completion of studio coursework (or approved equivalent) at any point of entry.

At a Glance

- **College/School:** Herberger Institute for Design and the Arts
- **Location:** Tempe campus
- **Additional Program Fee:** Yes
• Second Language Requirement: No
• First Required Math Course: MAT 170 - Precalculus
• Math Intensity: Moderate

Required Courses (Major Map)

2018 - 2019 Major Map
Major Map (Archives)

Admission Requirements

General University Admission Requirements:

All students are required to meet general university admission requirements.
Freshman | Transfer | International | Readmission

Change of Major Requirements

An ASU student who would like to change majors to one offered by the Herberger Institute for Design and the Arts must have a minimum cumulative GPA of 2.50 (scale is 4.00 = "A"). Students should refer to https://students.asu.edu/changingmajors for information about how to change a major to this program.

Transfer Options

ASU is committed to helping you thrive by offering tools that allow you to personalize your transfer path to ASU. Students may use the Transfer Map search to outline a list of recommended courses to take prior to transfer.

ASU has transfer partnerships in Arizona and across the country to create a simplified transfer experience for students. These pathway programs include exclusive benefits, tools, and resources and help students save time and money in their college journey. Learn more about these programs by visiting the Admissions site.

Global Opportunities

Global Experience
With over 250 programs in more than 65 countries (ranging from one week to one year), study abroad is possible for all ASU students wishing to gain global skills and knowledge in preparation for a 21st century career. Students earn ASU credit for completed courses, while staying on track for graduation, and may apply financial aid and scholarships toward program costs. [https://mystudyabroad.asu.edu/](https://mystudyabroad.asu.edu/)

## Career Opportunities

After completing the program successfully, graduates have the option of working as designers in several capacities:

They may obtain employment as members of in-house design teams at corporations in a variety of industries including, but not limited to:

- consumer goods
- furniture
- health care and medical products
- packaging design
- sports and outdoor goods
- toys
- trade show and exhibit design
- transportation and mobility device design
- user interface design

Graduates may obtain employment with consulting firms that design products and services for a variety of clients. They may obtain employment with nonprofit institutions or nongovernmental organizations addressing specific social or environmental problems. They may pursue entrepreneurship opportunities; some graduates have established their own design and manufacturing ventures; or graduates may pursue teaching a variety of courses in art and design schools, colleges or universities, part time or full time.

Career examples include but are not limited to those shown in the following list. Advanced degrees or certifications may be required for academic or clinical positions.

<table>
<thead>
<tr>
<th>Career</th>
<th>*Growth</th>
<th>*Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Architectural Drafter</td>
<td>8.1%</td>
<td>$52,870</td>
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### Contact Information

Schedule an advisor appointment  
The Design School | CDN 162  
herbergeradvising@asu.edu | 480-965-3536