

# INDUSTRIAL DESIGN

## BACHELOR OF DESIGN TECHNOLOGY

The most successful people in the world are those that have the unique insight and creative ability to adapt to their changing environment. These innovative and highly creative individuals are professionally focused, versatile and possess a unique understanding of what makes us tick. They have the design acumen and entrepreneurial skills to give realisation to original ideas and drive them to become a reality. These people are rare but highly valued by employers operating in increasingly agile and competitive industries.

If you're interested in being the next great mind behind the technological innovations of the future, then consider studying **Industrial Design** at Deakin.

**Location:** Geelong Waurm Ponds Campus

**Duration:** 3 years full-time study (or part-time equivalent)

**Deakin Code:** S307

**VTAC code:** 1400315701 (CSP) full-time/part-time

### The Industrial Designer

The Industrial Designer creatively blends the fundamentals of physics and engineering, with the art and skill of the craftsman. They have a wide ranging knowledge of technology, engineering and the design process, but more importantly a good understanding of people and the complex ways in which we interact with the world around us. Combining these skills with a passion for innovation and entrepreneurship, Industrial Designers create original solutions to everyday problems. They are at the forefront of invention and lead the rest of the world by shaping the environment in which we live.



*Design technology students have access to a wide variety of rapid prototyping equipment such as laser cutters.*

### Course overview

Deakin's **Bachelor of Design Technology** focuses on Industrial Design and provides you with the opportunity to work independently and in teams to make your imagination a reality. Experience the creative process, develop your technical understanding and use a Project-Oriented Design Based Learning (PODBL) approach to identify, innovate and create real-world solutions to industry-related problems.

Interaction with industry is an integral part of the program and is embedded throughout this three-year degree.

### Course structure

The Bachelor of Design Technology consists of 24 credit points of study, comprising eight core units (11 credit points), an Industrial Design major sequence (10 credit points) and elective units (3 credit points). Students can choose elective units from any area across the University according to their own interests and aspirations, thus enhancing the distinctiveness of their degree.



*3D printing is used by students to create prototypes, turning their designs into reality.*

Throughout the degree you will explore studies in design fundamentals, art and society, design in context, design linguistics, entrepreneurship, sustainability, ergonomics, material technologies, manufacturing technologies, mathematical methods and principles in engineering.

For more information about this course, including further details of the course structure, major sequence and units involved, please visit [deakin.edu.au/handbook](http://deakin.edu.au/handbook).



*Deakin's SMART bike project wire frame drawing (left) and CAD render (right)*

INDUSTRIAL DESIGN  
BACHELOR OF DESIGN TECHNOLOGY

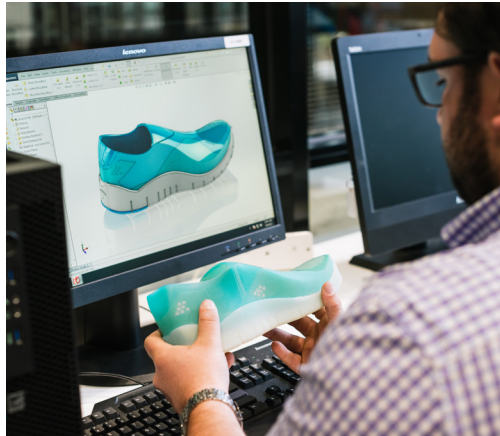
# BACHELOR OF DESIGN TECHNOLOGY

# INDUSTRIAL DESIGN

## Career opportunities

Graduates of the Bachelor of Design Technology will have the knowledge, skills and competency to pursue a range of career options creating and designing consumer, sports, medical and technological products, making models and prototypes of these designs for mass or customised production.

As a graduate, you will be professionally focused, versatile and possess the innovative and creative skills that are highly sought-after by employers seeking competitive advantage in the increasingly agile industries in which they operate.



3D printing is used by design technology students to create tangible products from their designs that they can then refine.

## Industry informed teaching

Project-Oriented Design Based Learning (PODBL) in collaboration with industry is a key feature of this course. Beginning in the first trimester of study and continuing throughout your degree, you will have opportunities to work independently and in groups, to actively develop ideas and design products that satisfy industry client needs.

Industry-linked projects that challenge and encourage student-led learning, enable you to think critically and analytically, demonstrate and apply the knowledge and skills acquired in fundamental units, manage yourself and others in a team environment, collaborate with peers and communicate effectively with industry professionals.

This focus on industry interaction not only provides you with the opportunity to learn from industry guests, but also enables you to gain valuable real-world experience.

## More information

1300 DEGREE (1300 334 733)  
enquire@deakin.edu.au

For more information, please visit  
[deakin.edu.au/study-at-deakin/find-a-course/design-technology](http://deakin.edu.au/study-at-deakin/find-a-course/design-technology)

*While the information provided here was correct at the time of publication, Deakin University reserves the right to alter, amend or delete details of course and unit offerings. Printed July 2015. Deakin University CRICOS Provider Code: 00113B.*



Snowboard binding CAD render (left) and 3D printed finished product (right) – designed by student, Robert Leen.

## Practical experiences and internships

Enhance your experiential learning by participating in optional work-integrated learning (WIL) placements and internships in design studios and manufacturing companies. These optional industry placements are a highly-encouraged component of the course, as they enable you to experience a professional work environment, develop professional networks and explore career opportunities before you graduate.

## Information for applicants

**Applications:** Applications for Trimester 1, 2016 can be made through the Victorian Tertiary Admissions Centre (VTAC), [www.vtac.edu.au](http://www.vtac.edu.au).

**Year 12 prerequisites:** VCE units 3 and 4 – a study score of at least 25 in any English (EAL) or at least 20 in English other than EAL

**Year 12 subject bonus:** A study score of 30 in Product Design And Technology, any English or Visual Communication Design equals 2 aggregate points per study. Overall maximum of 10 points.

**Non-Year 12 requirements:** Educational history including GPA. Applicants who wish for experience to be considered must include this information on their VTAC Personal Statement.



The 3D printed snowboard bindings in action.