

# INDUSTRIAL DESIGN

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Design is impact. Industrial designers can significantly impact society through the processes they specify, the products they design, and the environments they create. An implicit and explicit responsibility is inherent in the practice of industrial design. A designer is responsible for the visual and functional success of an object or experience and the ethical impact of its creation and existence.

A Pratt industrial design education considers the whole system within which a designer participates, and the MID program prepares the next generation of designers to impact the world positively. This education is grounded in the latest tools, practices, and theories of the field while contextualizing each within a large collaborative set of relationships that include clients, specialists, community representatives, and creative partners. A Pratt-educated designer is collaborative and inclusive at every phase of the design process. Collaboration and innovation are at our core.

Industrial design is a dynamic profession, responsive to developments in technology, methods of production, means of distribution, and modes of communication in order to address the world's complex problems, including; poverty, hunger, energy, and health.

Our program welcomes students without previous professional training in industrial design. Students come from the fields of art, architecture, or interior design and may have degrees in business, engineering, biology, or sociology. Industrial design graduate students typically want to deepen their knowledge and creative outlook. We select a diverse group from an international pool of students and encourage them to leverage their previous professional pursuits in this new context. In the process, students gain a solid understanding of design fundamentals, from the aesthetic values of the three-dimensional form to critical design. Following national accreditation standards, we structure our program to address design complexity, innovation, technology, and sustainable future planning, all within an interconnected global context.

MID faculty members are educators and professional designers. Many are principals of their successful businesses and have received prestigious industry awards. Throughout their study, students immerse themselves in the cultural richness and diversity of New York City, with its world-class museums, galleries, and art and design events. Brooklyn is a nexus for entrepreneurial craft and design culture, and students benefit through their direct engagement with this bustling contemporary design scene.

## **GID: Global Innovation Design Study Abroad**

Once enrolled, MID students can choose the exciting option of spending one or two semesters abroad for full credit. The Global Innovation Design program (GID) offers students the opportunity to spend the fall semester at the Royal College of Art (RCA)/Imperial College in London and/or the spring semester at KEIO University in Tokyo. Simultaneously, this groundbreaking international study partnership allows students from London and Tokyo to spend a semester at Pratt.

By capitalizing on the expertise of each school and the distinct cultures of the three locations, the GID program provides students with a rich academic experience and a unique perspective on global design and entrepreneurship that no single institution could provide. Applicants are asked to indicate their interest in the GID program at the time they enter the MID program.

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## **Chair**

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## **Faculty Bios**

[www.pratt.edu/industrial-design-grad/faculty](https://www.pratt.edu/industrial-design-grad/faculty) (<https://www.pratt.edu/academics/school-of-design/graduate-school-of-design/industrial-design-grad/faculty-and-staff/>)

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