

# 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 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.

Whether working with industry or acting as entrepreneurs, students will be able to create products, systems, and environments that help to innovate and improve everyday objects and situations. To become professionals, students learn aesthetic values of visual abstraction, from line and color to development of complex three-dimensional form. Students study to practice design as an iterative process that includes ideation, sketching, prototype fabrication, and testing of their projects. Digital skills complement hands-on skills learned in the shop and labs. From their sophomore year, students learn the importance of critical thinking: the art of observation and discovery and the ability to uncover and formulate real-world problems that need design solutions.

Industrial design 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.

Four years at Pratt will set each student on a path toward a rewarding and culturally relevant career, which can be tailored to specific interests and abilities.

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## Faculty Bios

[www.pratt.edu/ug-industrial-design/faculty](https://www.pratt.edu/people/?live_global_search_people%5BrefinementList%5D%5Bdepartments%5D%5B0%5D=Industrial%20Design) ([https://www.pratt.edu/people/?live\\_global\\_search\\_people%5BrefinementList%5D%5Bdepartments%5D%5B0%5D=Industrial%20Design](https://www.pratt.edu/people/?live_global_search_people%5BrefinementList%5D%5Bdepartments%5D%5B0%5D=Industrial%20Design))

- Industrial Design, BID (<https://catalog.pratt.edu/undergraduate/design/industrial-design/industrial-design-bid/>)