Industrial Design

The School of Industrial Design will require candidates to demonstrate an enhanced aesthetic sensitivity that can be effectively communicated in their designs. Students preparing for this intensive program should consider consulting the resources listed below.

SCHOOL OF INDUSTRIAL DESIGN VIDEO
www.youtube.com/watch?v=XyB8eTFdKvg

RECOMMENDED READING
Material ConneXion: The Global Resource of New and Innovative Materials for Architects, Artists and Designers, by George Beyerlan & Andrew Dent
Elements of Design: Rowena Reed Kostellow and the Structure of Visual Relationships, by Gail Greet Hannah
Design Secrets: Products, by Industrial Design Society of America
Design Secrets: Products 2: 50 Real-Life Product Design Projects Uncovered, by Industrial Design Society of America
Designing Pleasurable Products: An Introduction to the New Human Factors, by Patrick Jordan
Design Research: Methods and Perspectives, by Brenda Laurel
Making It: Manufacturing Techniques for Product Design, by Chris Lefteri
The Design of Everyday Things, by Donald A. Norman
The Design of Future Things, by Donald A. Norman
Perspective Drawing and Applications (3rd Ed.), by Charles O'Connor
Design Sketching, by Erik Olofsson & Klara Sjölén - www.designsketching.com

MAGAZINES/PUBLICATIONS
Innovation - www.idsa.org/innovation
I.D. - www.id-mag.com
Wallpaper - www.wallpaper.com
T3 - www.t3.com

ORGANIZATIONS
Core77 - www.core77.com
Industrial Designers' Society of America (IDSA) - www.idsa.org and www.idsa.org/SF
International Council of Societies of Industrial Design - www.icsid.org
International Design Alliance (IDA) - www.icsid.org/about/IDA

INDUSTRIAL DESIGN STUDIO WEBSITES
Ammunition - www.ammunitiongroup.com
Astro Studios - www.astrostudios.com
Frog Design - www.frogdesign.com