

Industrial & Graphic Design

The field of design involves the application of a variety of creative and technical means to facilitate human interaction. The study of design, like that of fine art, involves learning to express human thoughts, interests, attitudes, emotions and ideas. Unlike the fine artist, however, the designer creates forms that usually have very concrete and utilitarian functions. The Bachelor of Fine Arts program at the University of Michigan offers two concentrations in design: industrial design and graphic design.

Industrial designers focus primarily on three-dimensional design. They create and develop concepts and systems that optimize the function, value and appearance of products and systems. Graphic designers combine aesthetic judgment, technical knowledge and management skills to develop communication strategies for clients.

SKILLS & ABILITIES

Successful designers develop a range of intellectual and artistic skills. They are problem solvers who know how to collect, analyze, interpret and use many types of information; they are creative, sensitive and visually perceptive; they communicate clearly and persuasively; and they can work cooperatively with clients, craftspeople and other

The study of design at the University of Michigan provides a professional education within the framework of a liberal arts program. Students achieve professional competence, a broad knowledge of art and design history, sensitivity to artistic style and insight into the role of art and design in society.

Design students can use their education and training in a variety of career fields or as a foundation for further specialized study. Listed below are some characteristic skills and representative occupational opportunities for School of Art students majoring in industrial or graphic design. Skill areas and occupational opportunities for fine artists are listed in a separate *Fine Arts Career Guide*.

professionals. These skills may be applied to employment in a variety of sectors and occupational groups. For example, giving abstract ideas visual form is important for a corporate identity designer, a model maker, or an advertising art director.

Artistic & Aesthetic

Solving problems
Giving abstract ideas visual form
Inventing a visual language
Analyzing dynamic forms
Conceptualizing structural theories
Understanding current issues in design
Applying theories of composition, framing and abstraction

Communication

Speaking and writing effectively
Gathering, analyzing and interpreting information
Using communications media
Creating technical instructions
Marketing

Technical

Understanding industrial technology
Monitoring product quality
Drawing
Using technologies
Modelmaking/
photography

Organizational

Collaborating with others
Assessing client needs
Managing design and product
Understanding design markets

OCCUPATIONAL OPPORTUNITIES

School of Art graduates in design are prepared to succeed in a wide range of occupational areas. The following list compiled from data on University of Michigan graduates,

as well as from national information, offers some idea of the variety of opportunities available. Those occupations marked with a • usually require further education.

Graphic Design	Industrial Design	Related Design Areas	Education/ Communications
Graphic designer environmental signage publication and print design corporate identity packaging Pre-press technician Exhibition designer Computer technician Web site administrator	Industrial designer consumer products industrial products packaging furniture medical equipment Design researcher Manufacturer Web designer	Space planner Model maker Materials consultant Design manager	Advertising art director •Professor Adult Educator Designer in Residence Writer/Critic

CURRICULUM REQUIREMENTS

The Bachelor of Fine Arts (BFA) curriculum is designed to provide maximum flexibility and freedom of choice. The 128 credits required for the degree must be divided among studio art classes; liberal arts courses, including English and art history; and electives taken in either art or non-art classes. Recommended electives vary according to one's

focus of study. Students may concentrate in any of the following areas: Design — graphic design and industrial design; Fine Arts — ceramics, metalworking and jewelry design, mixed media, painting and drawing, photography, printmaking, sculpture, weaving and textile design, and general studies (please see the *Fine Arts Career Guide*).

FOR MORE INFORMATION

For more information about choosing a career, about graduate or professional school, internships or job descriptions; and for library resources contact:

The Career Center
3200 Student Activities Building
764-7460
www.careercenter.umich.edu

For information about design concentrations and BFA degree requirements contact:

School of Art
Registrar's Office
2040 Art and Architecture Building
764-0257
www.umich.edu/~inndes/
www.umich.edu/~gdesign/