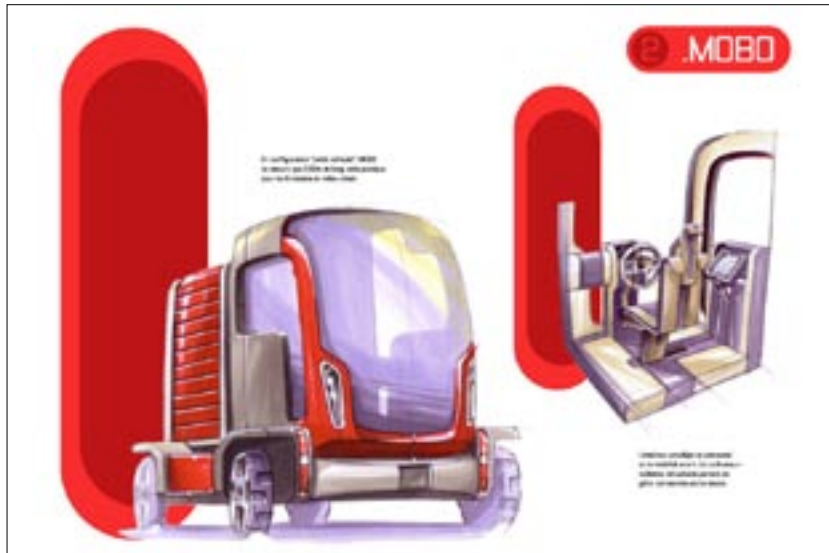


UNDERGRADUATE DEGREE (BTS) PRODUCT DESIGN



Aims and outcomes

ICSID definition : « *Design is a creative activity whose goal is to determine the formal qualities of industrially manufactured objects. By formal qualities, we do not only mean an object's outward appearance, but more its structural and functional characteristics which make it a coherent whole* ».

Industrial design is mostly concerned with designing machine-made products in a wide range of areas: mass consumer products, houseware, production tools and these products' visual identification system.

For example :

- Vehicles,
- Machine tools,
- Electronic and computer equipment,
- Furniture,
- Home appliances,
- Street furniture,
- Audiovisual and multimedia equipment.

Course content

The course is composed of a set of complementary modules. It is aimed at developing the students' synthetical skills through the study of artistic, scientific, economic and literary subjects.

Design teaching relies on sound cultural knowledge to be supplemented with technical, managerial and marketing skills and the practice of graphic and volume expression. Assistant designers need synthetic skills. They must be curious and interested in the evolutions and trends in plastic experimentation, technology, human sciences, project management.

Career prospects

Graduates can choose to work in a design agency or within a creative team in industry under the supervision of a project manager. They can also choose to do a graduate course which will widen the range of job opportunities and enable them to become project managers quite quickly.

Possible graduate courses to be undertaken include :

- DSAA (designer-maker, product pathway) at ENSAAMA,
- ENSCI (École Nationale Supérieure de Création Industrielle « Les ateliers Saint Sabin »),
- ENSAD (École Nationale Supérieure des Arts Décoratifs),
- IUT (Institut Universitaire Technique, especially in Compiègne).

