

# Department of Industrial Design

URL: [id.kaist.ac.kr](http://id.kaist.ac.kr)

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## Introduction

Industrial Design is a soft science that aims to humanize science and technology through creating integrated qualities of aesthetic, functional, and symbolic value of products, systems and services in order to satisfy the needs of human beings. The department of Industrial Design aims to train innovators and design leaders who have encompassing abilities on scientific thinking, engineering basis and aesthetic senses. The department has accomplished a number of design research projects that contribute to the industry and the design discipline. It also provides a comprehensive education curriculum based on the suggestion of International Council of Societies of Industrial Design (ICSID). The curriculum covers the areas of industrial design and its related subject of science, engineering and humanities. The department was recognized to be 'OUTSTANDING even to compare with most industrial design programs in the United States of America' by the Accreditation Board for Engineering and Technology (ABET).

The main educational philosophy of our department can be summarized as follows. First, through well-balanced and systematic education of humanity, science and engineering, and formative arts, students are to develop intelligence, creativity, originality, and artistic sensibility. Second, a deep understanding of the history, nature, and scholastic phase of design is sought along with the shaping of ethical values to be responsible towards human and society. Third, design problem solving methods are taught to develop the ability to understand the structure of design problems and solve them creatively. Fourth, the ability to precisely present an idea through writing, drawing, and modeling is sought, as well as the ability to use computer and other digital media as a design tool. Lastly, the ability to run and manage a design organization and its process while cooperating with professionals of other fields and users who are taking part in a product development process is fostered. Therefore the students of our department are expected to contribute to the development of the industry and the activities of the new lifestyle within the highly information-oriented society that is to come.

Since the establishment of the department in 1986, the master's program in 1991, and the Ph.D. program in 2002, a curriculum in which the undergraduate, masters, and Ph.D. course are systematically integrated is in operation. Presently, 300 bachelors and 150 masters candidates have graduated. The graduates of our department join major firms inside the country (Samsung, LG, SK, Hyundai, etc.) and go on to work at product development fields and research fields of prospective minor enterprises. Recently, previous graduates are being remarked as new leaders of the digital media fields which include web and mobile services. There is an increasing number of graduates working in design research fields of firms abroad (Nokia, Motorola etc.). Also recognition of our design education and research is rising as graduates are appointed as professors of prominent universities within the country. Future graduates of the Ph.D. program are expected to play leading roles in design research in and outside of Korea.