

# Department of Industrial Design

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

Dept. Phone: +82-42-350-4502~3

## Introduction

The Department of Industrial Design is engaged in education and research to foster future design experts and leaders capable of leading product, system and service innovation with creative thinking and aesthetic skills, drawing from user-centred approaches to design, cutting-edge science and engineering and business perspectives. Taking an interdisciplinary approach, Industrial Design explores knowledge and methods for design development drawing from plastic art, science, technology and humanities. The advancement of science and technology has led to innovation in production technology and materials and resulted in radical changes in life style. This constantly demands new designs for not only mass-manufactured products and environment, but digital contents, systems and services. In particular, the role of industrial design is becoming critical in view of enhancing national competitiveness for export by developing internationally competitive products and systems, making industrial design a very attractive area of expertise for the future.

In order to respond to the demand of the times, the department was established in an elite university of science and technology for the first time in S. Korea. The programme is designed to foster capable designers that can lead creative design development, cultivating scientific thinking and aesthetic creativity on the basis of an understanding of engineering.

The curriculum offered by the department is based on the recommendations from the International Council of Societies of Industrial Design (ICSID). The department has a complete educational structure including BS, MS and Ph.D. courses. The BS programme focuses on fostering creative yet practical problem-solving abilities for design problems, while the MA programme is constructed around an academic exploration of the design discipline, its application and methods. The Ph.D. programme offers education for in-depth research to systematically create design knowledge. An MA/Ph.D. combined course is also offered for an organic and continuous development from BS to MS through to Ph.D.

To ensure such a high standard of education, the department is equipped with state-of-the-art facilities, including design studios, model-making workshops, a computer-aided design workshop, a multi-media design studio, design prototyping workshops, a usability testing lab, a vacuum forming workshop, a photo studio, as well as a media centre for computing support, and a design library.

The excellence of the department was internationally recognised by Businessweek who selected the department among the 30 best design schools in the world. Domestically, the department has been awarded the second BK21 (Brain Korea 21) programme and ranked the best department consecutively for seven years running. It also won the bid for the WCU (World Class University) programme and the Convergent Design Education programme. The department's postgraduate programme was the only design course that was selected for the third BK21 programme in Korea. The academic staff and students of the department have won best awards from world's most prestigious design awards such as the IF, Reddot, IDEA.

The graduates from the department are playing leading roles in design research and development in corporate design research centres and design consultancies, as well as teaching in educational institutions.

Recently, they also excel as user experience experts, design-centered entrepreneurs and experts leading the front-end of innovation. As highly-developed, creative brains, it is expected that the graduates will become leaders in the society of the future by creating innovative products, product systems and services that would contribute to the creation of new living culture and industrial development.