

# 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 explore the intrinsic needs and desires of the human being and develop theories and application methods for the design of new products, systems and service that satisfy such needs. 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 home appliances, office goods, computer and communication equipment, robotic products, automobiles, air crafts, digital media and environmental systems. In particular, the role of industrial design is becoming greater in view of enhancing national competitiveness for export by developing internationally competitive products.

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 department has established the education programme with a vision "to train world-class designers capable of creating innovative business by understanding latent needs and desires of the user and translating them into effective design, drawing from an understanding on the latest technology. 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 on engineering.

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 the academic exploration of the design discipline and its application and methods. The Ph.D. programme offers in-depth research opportunities for systematically creating design knowledge. An MA/Ph.D. combined course is also offered for a smooth and continuous development from BS to MS through to Ph.D. The curriculum offered by the department is based on the recommendations from the International Council of Societies of Industrial Design (ICSID), and its excellence is recognised by Businessweek who selected the department among the 60 best design schools in the world. Domestically, the department has been awarded the BK21 programme and ranked the best consecutively for two years running. It also has won the bid for the WCU (World Best University) programme and invited an internationally distinguished scholar as a visiting professor. The academic staff and students of the department have won best awards from world's most authoritative design awards such as the IF, Reddot, IDEA.

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, a user environment simulation lab, 3D dynamics analysis facility, a design prototyping lab, 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 graduates from the department play leading roles in design research and development in corporate design research departments and design consultancies, as well as teaching in educational institutions. 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.