Diploma of Product Design

C5382   City   2 years   **VTAC** 3200372364   **NCC** 22446 VIC   Selection task (see below)
www.rmit.edu.au/programs/c5382

We are the makers, the sketchers, the inventors, the experimenters, the idea generators, the thinkers and tinkerers. We are product designers.

If you have an enquiring mind, are creative and good with your hands and have a passion for design and detail, then RMIT's Diploma of Product Design is the program for you.

This is your hands-on pathway into the world of design. This program allows you to imagine, explore and create objects that people will manufacture, buy, use and appreciate.

Through your studies you will gain the knowledge and skills needed to create designs for consumer products, experiences and systems. You will present your ideas through a combination of skills in visual and verbal communication, 3D models and computer software.

What you will learn

You will build essential skills in design through the use of advanced modelling, presentation techniques and digital platforms. You will learn to create solutions for consumer product needs and address problems associated with sustainable growth in both urban and international contexts.

Through your studies you'll develop skills in:

- computer-aided design (CAD)
- 3D design
- design drawing
- design for manufacturing
- design theory
- ergonomics
- manufacturing principles
- materials technology
- product design
- product development
- rapid prototyping.

You will use industry standard software including:

- SolidWorks
- AutoCAD
- Adobe Creative Cloud
- Rhino
- Keyshot.

Interactive design approach

You'll connect with the industry through partnered projects, which enables you to gain hands-on, realistic experience of consumer product design, both locally and globally.

Study with a team of dedicated industry professionals

You'll study in the product design studios and workshops, which model the best practices of a commercial design studio, and learn from teachers and lecturers who are industry professionals and practising designers.

Career outcomes

Graduates currently work in design consultancies (both locally and overseas).

They work as part of the design teams for manufacturing organisations In areas including:

- display and exhibition design
- furniture
- packaging
- confectionery
- toy design
- automotive
- engineering
- electrical
- set design and special effects.

Graduates have also set themselves up as independent designers.

Pathways

Graduates may continue their studies in the Associate Degree in Design (Furniture) or Bachelor of Industrial Design (Honours).

Professional accreditation

This Diploma is accredited by the Design Institute of Australia (DIA).

"Cosplay helmet" prototype designed by Diploma of Product Design student Tiffany Lanyon is one of the finest examples of a full-size hand-built product model.

Graduate successes

Chris Orlich
Graduated 2016. Working at Melbourne-based laser cutting equipment innovators Darkly Labs.

Adam Norris
Graduated 2013. Continued his studies in RMIT Industrial Design Honours. Owner / Director of design consultancy, Adam Norris Design.
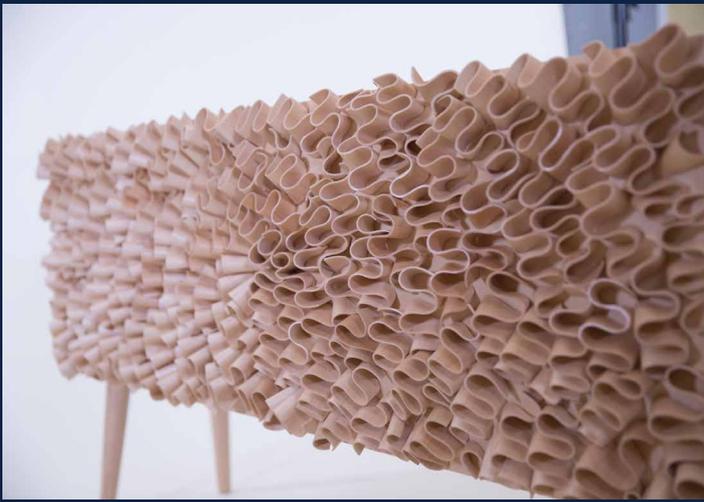
Michael Boatwood
Graduated 2015. Product designer at Melbourne-based playground manufacturer Imagination Play.

Jonathon Sargood
Graduated 2015. Architectural model maker at Woods Bagot.

Quick facts

- 21 to 26 hours of classes over four days per week
- 20 hours extra study and research weekly
- concentrated periods of out-of-class work when assessments are due.

RUSS sideboard designed by Associate Degree in Design (Furniture) graduate Rachael Siklic, takes inspiration from Scandinavian design. Constructed from solid rock maple timber and birch plywood. The impressive facade is covered in individually hand crafted rock maple "ruffles" that are displayed in a radial arrangement.

Alarm Clock designed by Diploma of Product Design graduate Hugh Ellet. Rendered exploded view showing internal components.

Automotive concept sketch by Diploma of Product Design graduate Vi Le. Displays an early phase exploration of the vehicles form and function, this process helps assess and develop a product idea.

Designed by Associate Degree in Design (Furniture) graduate Danny Triebert, the desk table is created with CNC manufacturing and features a pop-out draw.

Fees and scholarships

For up-to-date fee information visit:
www.rmit.edu.au/programs/fees

RMIT also offers a number of scholarships for students, which you can find out more about at:
www.rmit.edu.au/scholarships

RMIT's equity places

If you are studying VCE or VCAL at a Schools Network Access Program (SNAP) school and want to apply to RMIT, please talk with your school's careers or pathway coordinator to help you go through the process for applying for equity consideration. For more information visit:
 www.rmit.edu.au/study/applying-to-rmit/equity-access

For more information contact:

Info Corner
330 Swanston Street
(cnr La Trobe Street)
Melbourne VIC 3000
Tel. +61 3 9925 2260

www.rmit.edu.au/infocorner

To find out what's on visit:

www.rmit.edu.au/events

Connect with RMIT on social media for all the latest news and updates

Key:

- ⬜ RMIT Code
- ⊙ Campus
- ⏱ Duration
- ✎ Selection Mode
- **VTAC** Victorian Tertiary Admissions Centre Code
- **NCC** National Curriculum Code

RMIT UNIVERSITY

Industrial, Furniture and Product Design

› Industrial Design
› Furniture Design
› Product Design

Bachelor of Industrial Design (Honours)

BH104 City 4 years **VTAC** 3200332361 Selection task (see below)

www.rmit.edu.au/programs/bh104

This honours degree is where aspiring designers develop the skills to invent, visualise and prototype design solutions to complex problems.

Throughout your studies you'll explore the contemporary industrial design practice and undertake practical learning in design visualisation and communication design thinking; and the material and technological constructs of industrial design.

Design studios are at the core of your studies

Throughout all levels of this program you will engage in creative, industry partnered and research-led learning through design studio projects.

Design studios centre around service, technology and object orientation.

You will choose your studios from a range of options offered each semester. Studio offerings have the following orientations:

- **Service Orientation:** Where the focus is sustainability, social innovation, health, transport, and community engagement.
- **Technology Orientation:** Where the focus is universal design and ergonomics, manufacturing, technical innovation and prototyping.
- **Object Orientation:** Where the focus is furniture, lighting and objects for the home.
- **Digital Orientation:** Where the focus is on emerging digital technologies, computer-aided design (CAD), and coding and interaction design.

Final honours year project

Using your studio experiences you'll devise and undertake a complex design research project in your final honours year. Your final project will be showcased to the industry and the design community at the Graduate Exhibition, which celebrates the industrial design discipline and its future through the work of emerging designers.

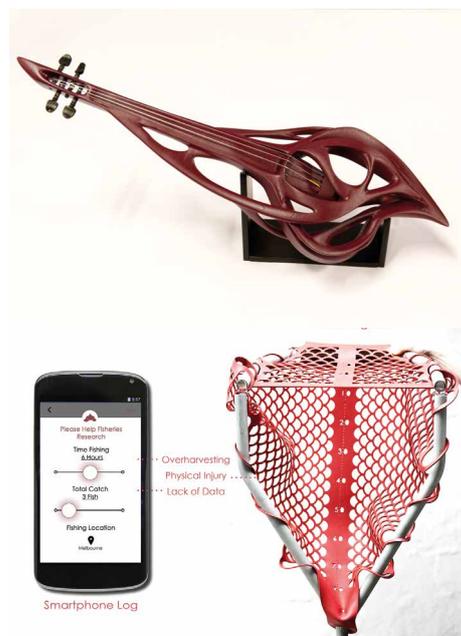## Learn from local and international design practitioners

You'll learn directly from local and overseas academics and lecturers, who are practising designers and who are connected with the industry and the design community. The academic teaching staff are all engaged in areas of research and offer expertise in different fields of industrial design, and this knowledge will help shape your design journey.

Build industry networks throughout your studies

This program provides considerable scope for you to engage in real world projects within industry and community organisations. It focuses on developing innovative designers to practice in emerging technological, sustainable and social domains of industrial design.

Past students have partnered in the design and research departments of the following industries:

- Automotive: Ford, Toyota and GM Holden
- Technology: Philips, Spatial Architecture Information Laboratory, Illumni, Atlassian,
- Industrial design: Charlwood Design, Catalyst. Buro North
- Manufacturing: Crumpler, Knog, Planex, BlackMagic
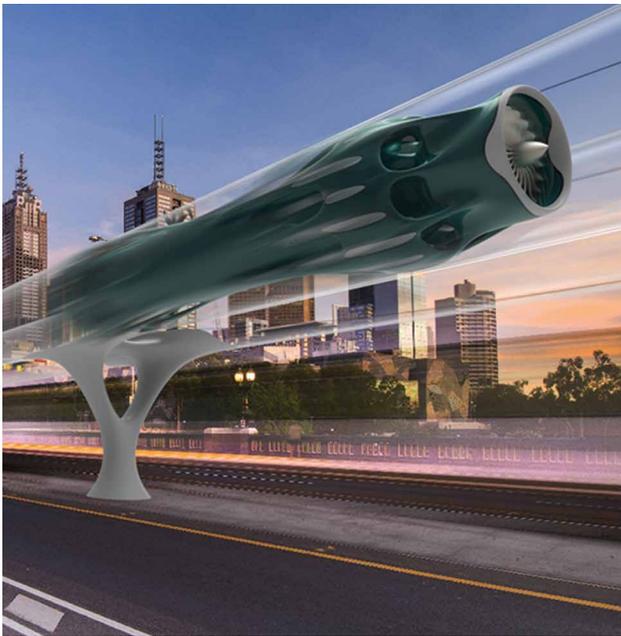- Service Design: Deloitte, Victorian Legal Aid, Vic Roads, Australian Taxation Office (ATO).

Above: *Zephyr Lin electric violin* designed by Yew Vui Leong is inspired by Zaha Hadid's fluidity design. This 1:1 scale concept model was digitally sculpted and 3D printed as a studio project.

Top: The *Scales* graduate project, designed by Finbar Mccarthy, pairs a safe and practical landing net with a new smart-phone app to simplify the catch and release process for sustainable sports fishing and citizen scientists. This project was a finalist in the Green innovators 2018. Watch Finbar's story online **http://bit.ly/2st4wMR**.

Quick facts

- 12 hours of classes per week
- 24+ hours additional self-directed learning and research per week
- concentrated periods of out-of-class work when assessments are due
- study tours and exchanges in Asia, USA, South America and Europe.

Mobility 5.0, Graduate Design Project, designed by Bachelor of Industrial Design (Honours) graduate Rowan Muller. Inspired by the VicHyper Project, Rowan focused his design honours research project on the user experience and emerging technology and innovations in vehicle design and manufacture for rapid intercity transit. Rowan Muller and fellow industrial design student Arthur Georgalas were the Virtual Reality and CAD rendering members of the VicHyper Team that won the Student Category at the Premier's Design Awards. Vic Hyper are an interdisciplinary team of RMIT students that is revolutionising the future of transportation as the only finalists from the Southern Hemisphere in Elon Musk's SpaceX Hyperloop Pod Competition.

The *Clickaloo* project designed by Adrian Spagnuolo explores the viability of downloadable 3D printable toys existing on the Internet. It aims to increases children's interests in science and technology allowing them to make their own toys at home.

Program structure

Year 1

User Centred Design Studio	CAID to CAM	Design Studies	Engineering Practice
Design for Sustainability Studio	Industrial Design Drawing	Design Studies	Design Prototyping

Year 2

Design Studio	Design Studies	Elective
Design Studio	Interactive Systems Design	Program Optional Courses

Year 3

Design Studio	Methods in Design Research and Practice	Program Optional Courses
Design Studio	Contemporary Industrial Design Enterprise	Elective

Year 4

Project Part One: Design Research and Development	Professional Ethics and Design Strategy	Program Optional Courses
Project Part Two: Design Research and Prototyping	Reflection and Exposition	Program Optional Courses

Legend: Design Studio   Key Learning Area   Capstone   Elective

Graduate successes

RMIT graduates work in a broad range of contexts and settings relevant to new enterprise development, design innovation and the development of contemporary cities.

Mike Simcoe
Vice President of Global Design
General Motors USA

Laura Morrison and Jaide-Scarlet Begg
Service Design Analysts at Deloitte Digital

Kate Steel
Artefact Industries

Adrian Spagnuolo
Product Designer at Colorific, a toy design and development distributor

Jiazhen Chen
Industrial Designer at Wild Design, Shanghai, China

Luca Abate
Industrial Designer at Blackmagic Design

To find more detailed information about the courses listed in the program structure, visit **rmit.edu.au/programs/bh104**

Associate Degree in Design (Furniture)

AD007   ⚲ City   ⏱ 2 years   **VTAC** 3200332291   ✎ Selection task (see below)

www.rmit.edu.au/programs/ad007

Combine real-life industry projects and design theory, with a hands-on focus on production, to create sustainable contemporary modern furniture products.

In RMIT's award-winning furniture design program you'll learn to develop creative and original furniture designs with a strong grounding in design methods, manufacturing technologies and processes informed by cultural and social factors.

This program allows you to use a combination of manual skills and machine technologies in product development and construction for contemporary furniture products. You'll develop a higher level of critical and conceptual thinking skills, to develop ideas that will address issues within today's society including sustainable approaches to design and manufacturing.

Practical hands-on learning in studios

This is a hands-on program where you will learn how to visualise your ideas through hands-on and computer-aided documentation. You'll turn your ideas into 3D prototypes to demonstrate and test your furniture designs.

You will learn on industry standard equipment and software including:

- computer labs
- CNC machining
- modern manufacturing equipment
- hand and power tools.

It's all about creating in the furniture workshop

You'll study in comprehensive furniture workshops which models the best practice of a commercial design studio and learn from teachers and lecturers who come from a range of commerical and craft backgrounds.

Professional accreditation

This program is accredited by the Design Institute of Australia (DIA).

What you will learn

Through your studies you'll develop skills in

- computer-aided design and manufacturing (CAD/CAM)
- design
- drawing
- engineering (manufacturing)
- furniture design and development
- history (design)
- product development
- prototyping
- sustainable development.

Work on an industry-partnered project to produce commercially viable furniture

Over the course of the program, you will interact and be mentored by key people from Australian and international furniture, textiles and graphic design companies. This models the practice of furniture designers in the industry.

Pathways

Graduates of the Diploma of Product Design are eligible to apply for exemptions.

Eligible graduates of the Certificate IV in Design who achieve a minimum grade of Competency with Distinction (CDI) across all units will be given automatic entry.

This Associate Degree gives up to 1.5 years advance standing into the Bachelor of Design (Industrial Design) (Honours).

Random Chaise, designed by Kitty Cao, is an airy, lightweight furniture art piece. It was made by wrapping 12,000 carbon fibre strings around a mould while squeezing epoxy resin into the strings.

Award winners in furniture design

Rachael Siklic
Winner, Future Leaders Award, Craft Victoria's 2018 Fresh! Graduate Showcase

Daniel Triebert
Winner, Design Institute of Australia Graduate of the Year Award Victoria/Tasmania

Alexsandra Pontonio
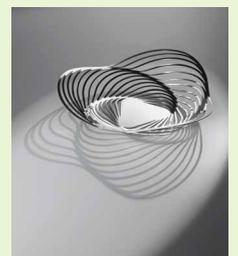Winner, The Furniture Concept Award VIVID (Vibrant Visions in Design)

Richard Greenacre
Winner, VIVID and two awards at Fringe Furniture

Graduate successes

Adam Cornish
Created *Trinity* bowl (pictured) and *Arris* wall clock for renowned Italian design firm Alessi

Quick facts

- 22 hours of classes over four days per week
- 15 + hours extra study and research weekly
- concentrated periods of out-of-class work when assessments are due.