Industrial, Furniture and Product Design

› Industrial Design
› Product Design
› Furniture Design
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
- industrial design: Charlwood Design, Catalyst, Buro North
- manufacturing: Crumpler, Knog, Planex, BlackMagic
- service Design: Deloitte, Victorian Legal Aid, Vic Roads, Australian Taxation Office (ATO)

**Entry requirements**

- **Prerequisites:**
  - Year 12: Units 3 and 4: a study score of at least 30 in English (EAL) or at least 25 in English other than EAL.
  - Non-Year 12: None

- **Selection task:** (see below)

**Selection task (see below)**

- **Selection kit:** Submit the Industrial Design selection kit (which includes a folio of projects) by Wednesday 29 November 2017. Non-Year 12 applicants who apply by Thursday 28 September 2017 and wish to be considered in Early Round must submit the kit by Tuesday 31 October 2017.
  - VTAC applicants: Register and submit the selection kit here: https://rmit.service-now.com/rmit-apply/vtac
  - RMIT current or recent students: when you submit your direct application you will receive an email prompt to complete the selection kit.

- **The selection kit requires:**
  - A statement outlining your relevant experience, such as employment, volunteer work, etc., or a description of what you have done, over what periods and how it strengthens your application to this program (maximum 500 words).
  - A two-part design ideas exercise including:
    - **Part 1: Visualisation** – Select a product, service or system that you encounter in daily life that is ineffective and develop a visualisation of your design response to change it. You may use illustration, diagrams, story boards, comic illustration, model making (submit photographs only), photo-montage, collage, painting—any medium that you think will express these ideas most appropriately. Your vision may be informed by contemporary issues or may purely be a way of demonstrating your design ideas. Your design response does not necessarily need to be practical but it does need to be plausible in concept. Think broadly and imaginatively and ensure that what you communicate carries the design intentions of your response.
    - **Part 2: Visualisation statement** – Provide a written explanation of the design, its key aims and elements (maximum 200 words).
  - A two-part project activity or activities that demonstrate the breadth and depth of your interests and experiences. This could include projects undertaken within formal study, hobbies, and volunteer or paid work, or indeed any relevant activity that gives an insight into your design capabilities.

- **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
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

Kyle Armstrong
Industrial Designer at Katapult Design

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

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

Mobility 5.0, Graduate Design Project, designed by Bachelor of Industrial Design (Honours) graduate Rowan Muller. Inspired by the Vic-Hyper 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 Vic-Hyper 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.

Program structure

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Legend: Design Studio | Key Learning Area | Capstone | Elective

To find more detailed information about the courses listed in the program structure, visit rmit.edu.au/programs/bh104
Associate Degree in Design (Furniture)

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 commercial 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 may be 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).

Entry requirements

Prerequisites

Year 12: Units 3 and 4: a study score of at least 25 in English (EAL) or at least 20 in English other than EAL.
Non-Year 12: None

Selection task

Folio presentation: You must attend a folio presentation. To book your folio presentation telephone (03) 9925 4819 by 5pm Wednesday 22 November 2017. Folio presentations will be held between Monday 27 November and Monday 4 December 2017. Advisory emails will be sent from mid-December 2017.

Folio requirements: At your folio presentation you must show evidence of your creativity in the form of a folio. Your folio should demonstrate your creative, conceptual and technical ability. You should include evidence of how ideas were developed as well as finished works. Examples of work to include in your folio are drawings, paintings, graphic designs, photographs, digital images, models, sculpture, video, scripting, short stories, and/or 2D and 3D Flash animation. We recommend you prepare to explain each work to help the Selection Officer understand the purpose and background of that work.

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
Diploma of Product Design

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 will 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).

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

Jonathon Sargood

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

Entry requirements
Prerequisites
None

Selection task
Folio presentation: You must telephone (03) 9925 4819 by 5pm Friday 17 November 2017 to book a folio presentation. Folio presentations will be held between Friday 24 November and Monday 4 December 2017. Advisory letters will be sent to applicants from mid-December 2017.

Folio requirements: Your folio should contain a variety of your personal work in art, design or media.
- It should demonstrate your interests and creative thinking, as well as your conceptual, design, problem-solving and technical skills.
- You should include evidence of how ideas were developed, as well as finished works.

Examples of work to include in your folio: drawings, paintings, graphic designs, photographs, digital images, models, sculpture, video, scripting, short stories, 2D and 3D Flash animation.

* A new code will be applicable for 2018 entry, subject to re-accreditation.
This guide is designed for Australian and New Zealand citizens and permanent residents of Australia.

Further information for international/non-residents of Australia:

RMIT International
Email:isu@rmit.edu.au
Tel. +61 3 8676 7047 (within Australia: 1800 998 414)

www.rmit.edu.au/international

Every effort has been made to ensure the information contained in this publication is accurate and current at the date of printing. For the most up-to-date information, please refer to the RMIT University website before lodging your application. RMIT University CRICOS Provider Code: 00122A. RMIT University Registered Training Organisation code: 3046. Prepared July 2017.

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Acknowledgment of Country

RMIT University acknowledges the Wurundjeri people of the Kulin Nations as the traditional owners of the land on which the University stands. RMIT University respectfully recognises Elders both past and present. We also acknowledge the traditional custodians of lands across Australia where we conduct business, their Elders, Ancestors, cultures and heritage.

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

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.

key:

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Campus
Duration
Selection Mode
VTAC Victorian Tertiary Admissions Centre Code
NCC National Curriculum Code

"RUSS sideboard" designed by Associate Degree in Design (Furniture) graduate Rachael Sikic, 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.

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