Established over thirty years ago, the Bachelor of Science of Industrial Design program is open to all interested students and enrolls a wide variety of entrants, from recent high school graduates to junior college transfer students. The curriculum is scheduled for nine semesters (seven for transfer students) and involves continuous interaction with the best consulting and corporate practices in the region and includes sponsored projects and internships. The curriculum provides our students with a balance of theory, skill, and practice. Regular annual Portfolio Reviews guide our students through each stage of their education and ensure that they emerge ready to be leaders in the field.

We have both full–time and part–time faculty, so the program is well structured with continuity of learning from year–to–year, and has injections of specialist, up–to–the–minute knowledge. Taking advantage of the program’s University setting, Industrial Design courses often collaborate with SJSU’s Anthropology, Business, and Engineering programs, and with foreign universities. Our students participate in a strong international exchange program with partners in Europe and Central America.

Our students receive a solid education in visual communication using sketching and digital techniques. They also learn strategic thinking, design history and theory, user–centered design, sustainability, model–making, materials and manufacturing, and innovation in technology. The understanding of professional practice is achieved through a required internship. Upon graduation, students are prepared for a lifetime of practicing design, or continuing their education in a Master’s program.

Over the last three decades SJSU graduates have contributed to the development of the Bay Area as a major international center of Industrial Design, influencing trends and the daily lives of millions. Our graduates work at corporations and consulting firms regionally and nationally, and many have gone on to start successful businesses of their own.

The program has achieved a strong reputation through national and international design competition awards such as the IDSA IDEA, Red Dot, Braun, BDI, and the International Housewares Competition. The program is accredited by the National Association of Schools of Art and Design (NASAD) and recognized by the Industrial Designers Society of America (www.IDSA.org). The Student Chapter of IDSA is active and provides additional contacts with the profession and the local Professional Chapters.

For further information or to schedule an in person, online or telephone advising appointment, please contact Industrial Design Professors/Advisors:

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