

What can I do with a degree in Industrial Product Design?

Industrial Product Design.



Career planning: what do I need to know?

Knowledge of yourself is important for career decision making. Start by looking at your personal goals, abilities, values and interests to explore study and career options that are relevant to you. Some of these may change over time, so it is important to self-reflect and evaluate your career on an ongoing basis.

What do employers look for?

Many employers look for generic skills such as communication, customer-focus, bicultural competence, cultural awareness and teamwork. With technology and globalisation changing the nature of society, skills such as resilience, problem solving and adaptability are valuable at work as well as in life.

How can I develop these skills?

- Some skills are developed through your degree

- Extra-curricular activities can help, for example getting involved in clubs, mentoring, cultural groups, part-time work, or volunteering
- Be open to professional and personal development opportunities. Whether it is undertaking an internship, overseas exchange, skills seminar, or joining an industry group – these activities will enhance your employability.

What else should I know?

The career options in this brochure are examples only and the list is not exhaustive. Some careers may require further study beyond a first degree or additional work experience. Some pathways and degrees have a recommended school background. Find more subject details at www.canterbury.ac.nz/engineering/product-design

If this brochure does not answer your questions, talking to an expert such as a career consultant can help you to identify the next steps in your career decision making journey.

www.canterbury.ac.nz/careers

What is Industrial Product Design?

Product Design combines creative design, science, engineering and business studies. Product designers plan and develop items for use in homes, businesses and industry.

Graduates will be able to develop creative ideas based on their knowledge of related sciences and engineering disciplines, as well as gain the practical business skills needed to commercialise new product ideas. This degree will prepare you for a modern career path in many areas of Aotearoa New Zealand's innovative economy.

Industrial product design is where function meets form. Based on an engineering or scientific principle, designers produce an attractive product that consumers want and which solves a problem – think espresso coffee machines, microwave ovens, bicycles, or even mobility-assist devices.



AT A GLANCE

\$10k

Scholarships are available for first year students

\$250

is the cost to apply for a patent in Aotearoa New Zealand

**\$90k—
\$120k**

is the expected salary range for senior industrial designers*

What skills will UC graduates gain?

Graduates will gain skills in the aesthetic and technical design of products and business skills related to commercialisation of their ideas. These include:

- Creativity
- Technical design understanding
- Knowledge of aesthetics, ergonomics and function
- Practical understanding of the product design lifecycle – from idea generation to prototyping and commercialisation
- Sketching and computer-aided design (CAD)
- Critical thinking and application of logic to proposed design solutions.

Opportunities to apply your learning are available in this major, through team-based projects, entrepreneurship courses, and the use of dedicated hands-on product innovation spaces.

Where might graduates be employed?

Industrial product designers may gain work as:

- An industrial designer in design or engineering consultancies
- A design specialist within large manufacturing companies eg, furniture, electronics, medical appliances, consumer goods, vehicle design, recreational equipment, packaging, and ergonomics
- A designer for an architectural practice
- A start-up business owner
- An ‘all-rounder’ in smaller companies, which do not tend to employ specialist staff but where a sound knowledge of user-centred design can be combined with technical knowledge and business skills.

What jobs and activities could graduates do?

Industrial Product Design graduates will have a broad range of skills that can be applied in a variety of roles. The degree may lead to a career as a consultant in industrial design or more broadly into any industry that employs graduates with a technical background.

Note: Some of the jobs listed may require postgraduate study. See the 'Further study' section.

Examples:

Product designer / industrial designer

- Researches a client's brief, an organisational or social need, or a gap in the market
- Prepares drawings, models and proposals for new products or product improvements
- Designs and produces a prototype
- Tests the prototype and investigates patents

Product manager

- Manages a specific product or line of products that are already in the market
- Coordinates the production of a finished prototype
- Oversees operations and logistics
- Handles product enquiries, complaints and orders

Marketing or sales manager

- Conducts market research into product usage and audience preferences
- Analyses performance of existing products or identifies new requirements

- Communicates intelligence to designers and managers to inform product changes
- Markets the products, develops new business opportunities and increases sales

Product design manager / senior designer

- Manages technical design staff
- Leads the product design function
- Leads business initiatives on new products
- Manages budgets, staff and processes

Entrepreneur & self-employment

Entrepreneurship and innovation are an increasing part of the working landscape. Through generating a business idea, or getting involved in a start-up/business venture, you have the potential to create a work opportunity that aligns with your knowledge, skills, values and risk profile. To get started on how to establish, run and grow a new business, go to Te Pokapū Rakahinonga, Centre for Entrepreneurship at the University of Canterbury www.canterbury.ac.nz/uce

What professional organisations can I engage with?

Connecting with professional bodies and organisations can help you to establish professional networks and learn more about different career options in your area of interest. Gaining valuable insight into a profession can assist in making informed career decisions.

- Ngā Aho Māori Design Professionals www.ngaaho.maori.nz
- The Designers Institute of New Zealand www.designersinstitute.nz
- Design Association of New Zealand www.danz.co.nz
- Employers and Manufacturers Association www.ema.co.nz
- The Manufacturers' Network www.nzmea.org.nz

Having a professional presence on social media networks such as LinkedIn and Facebook can help you to keep up to date with important industry developments and trends, networking opportunities, events and job vacancies. Following relevant professional bodies, organisations, companies and thought leaders is a great way to gain a deeper awareness of the industries that interest you. Social media presents an opportunity to build and enhance networks as well as to display your involvement in projects and any academic successes.

Why do further study and what are my options?

Postgraduate study can facilitate many career benefits such as specialist skills, entry into a specific occupation, higher starting salary, faster progression rate, and advanced research capability. It is important to determine which, if any, further study will help you in your future career.

UC offers a range of higher qualifications through the School of Product Design.

www.canterbury.ac.nz/courses

Useful links

- Te Rōpū Rapuara UC Careers www.canterbury.ac.nz/careers
- Careers New Zealand www.careers.govt.nz



Holly



Bachelor of Product Design in Industrial Product Design
Urban Dance Teacher, Swarm Studios

What interests you about studying Industrial Product Design?

We are encouraged to use creativity to do something that can actually one day benefit the world. Knowing I'm learning about things that could do something significant is important to me, because I feel like I can really go all in and get excited about the future. The School of Product Design and the faculty truly enable and guide you to come up with ideas and create solutions for day-to-day normal problems that a lot of people experience.

Do you think there's a developing need for Industrial Product Design?

To be completely honest, this kind of innovation is and is going to be, a hugely important part of our future. Especially as there is a major focus on sustainability in the course.

What are your career goals?

I would love to set up businesses around products that help people live a better life, then I can create and sell these and use the profits to give back to establishments that are doing something powerful for humanity.

I would also love to choreograph and produce shows or creative arts events worldwide (I'm a dancer as well, so I have two careers in mind that go hand in hand). Creating products, and creating performances.

Read more online

Read more stories about our students' university experiences online. UC alumni make a difference in varied ways around the globe. To find out where graduates are now visit www.canterbury.ac.nz/getstarted/whyuc/student-profiles

The information in this brochure was correct at the time of print but is subject to change.

More information

UC students seeking study advice.

Te Kura Hanga Otinga | School of Product Design

UC's School of Product Design brings together creative design, science, engineering and business. Students will undertake interdisciplinary learning, team projects and work in hands-on product innovation spaces.

T: +64 3 369 4271 or +64 3 369 4272
E: productdesign@canterbury.ac.nz

www.canterbury.ac.nz/engineering/product-design

Anyone seeking careers advice.

Te Rōpū Rapuara | UC Careers

UC offers intending and current students and recent graduates a wide range of services, including individual career guidance, seminars, career resources and student and graduate employment opportunities.

T: +64 3 369 0303
E: careers@canterbury.ac.nz

www.canterbury.ac.nz/careers

Prospective students seeking study advice.

Te Rōpū Takawaenga | Student Liaison

The liaison team provide advice to future students who are starting their degree for the first time. They can assist with information on degrees, scholarships, accommodation, and other aspects of university life. We have offices in Christchurch, Auckland and Wellington.

Ōtautahi | Christchurch
T: 0800 VARSITY (0800 827 748)
E: liaison@canterbury.ac.nz

Tāmaki Makaurau | Auckland
T: 0800 UCAUCK
E: auckland@canterbury.ac.nz

Te Whanganui-a-Tara | Wellington
T: 0800 VARSITY (0800 827 748)
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www.canterbury.ac.nz/liaison

