

Product Design

➤ Training Objectives

The specialty focuses on cultivating students who can serve economic and social development of Beijing-Tianjin-Hebei region, and helps students master the preliminary product research, creative thinking, the theory of modeling design, techniques of hand painting, human-computer interaction theory, so that students can not only be equipped with professional knowledge and skills required in graphic design, products' three-dimensional drawing, solid model production, and post product operation, but also with certain artistic and aesthetic abilities. In addition, students can use the knowledge and skills comprehensively to analyze and solve practical problems so that they can be engaged in planning, designing, manufacturing and management in professional institutions, publishing organizations, public institutions or enterprises that focus on the field of modern industrial product modeling, such as intelligent product modeling design, product model making, prototype development, cultural and creative product development, product human-computer interaction design, software interface design, product planning and marketing.

➤ Major Courses

This specialty introduces various standards made by enterprises and industries into the courses, and explores the new paradigm of school-enterprise cooperation. Through the practice courses that span four consecutive years, students can acquire solid technical skills and closely meet the requirements of the market. The specialty covers 10 major courses: Design Procedure and Method, Ergonomics, Industrial Design Sketch, Product Digital Modeling and Rendering, Product Design 1 (Cultural and Creative Products), Product Design 2 (Intelligent Products), Product Design 3 (Vehicle Design), Product Prototype Manufacturing, Product Structure Design, Technology of Product Rapid Prototyping.

Practice courses mainly consist of: Practical Training, Practice of Artistic Sketching, and Practice of Comprehensive Creation.

➤ **Employment Orientations**

The employment orientation of product design specialty is compatible with many fields of art design. In the future, graduates can be engaged in new product development, product modeling design and product model production, product marketing promotion, interface design, user experience, etc. in professional design institutions, publishing organizations, enterprises and public institutions that focus on vehicle design, cultural and creative product development, intelligent product design, small household appliance design, furniture design, traditional handicraft production, and new media production.