



MSc Programme

# Integrated Product Design

Integrated Product Design (IPD) is a systematic approach to product development. In the IPD MSc programme, you will learn to adapt the design process to the demands of specific design problems and contexts, focusing in particular on the development of innovative products and product-service combinations for consumers and professional users. You will learn how to perform design activities using modern methods and advanced technologies, and how to plan, execute and manage complex product development processes. Focusing on the knowledge- and method-intensive phases of concept and embodiment design, you will master product creation from the level of a design brief to that of a

completed, materialised and validated product or product prototype. In this context design and applied research & development converge in one rigorous scientific framework.

## *A total approach to product design*

### Career prospects

An integrated design approach is increasingly important in a globalised business environment. Graduates of the programme will find abundant opportunities to move into positions as industrial designers, product engineers, product managers, quality assurance managers, sales engineers and packaging designers. IPD is a unique qualification to industrial research & development, with career opportunities also available in university (applied) research and education.

### Programme specialisations

The IPD programme offers several ways to incorporate a particular emphasis into your course of study. Students have the opportunity to select elective courses that offer opportunities to further develop their skills in the IPD domain. It is also possible to receive an annotation on sustainability or entrepreneurship.

Research is not a separate specialisation, but an integral part of the programme which itself has a close connection to the three applied research programmes in the faculty's research portfolio: personal mobility, healthcare and living and working.

For those who would like to specialise, the programme offers three specialisations:

- **Advanced Automotive Design:** focuses on the automotive design process, and the ability to apply that knowledge in solving design problems. It provides a framework for a new generation of automotive designers. You will help develop innovative, appropriate solutions to meet the needs of the automotive industry and more generally, the needs of society.
- **Medisign:** trains dedicated and skilled industrial design engineers in human anatomy, physiology, medical technology, healthcare systems and some basic surgical techniques. Graduates will have the skills to design a wide variety of products and systems for applications in health care.
- **Retail Design:** focuses on the design of physical and virtual retail spaces such as shops, shopping malls and WEB stores. Students will gain a strong understanding of the customer and of customer

# Integrated Product Design curriculum

Candidates may begin their studies in September or in February; the starting date affects the order in which courses are taken. In either case, the programme offers a well-balanced combination of theory and practice during both semesters in the first year, as well as during the second year, which culminates in the identification, definition and completion of the individual graduation project.

General IDE Courses	EC
Design Theory and Methodology	3
Generic and Professional Skills	3
Internationalisation	3
Joint Master Project	12

Programme-specific courses/projects/electives	EC
Advanced Concept Design	21
Advanced Embodiment Design	21
Managing Product Innovation	3
Strategic Sustainable Design	3
Electives (specialisations can be taken here)	18
Graduation Project	33

■ Shared IDE courses 
 ■ Projects 
 ■ Master-specific courses 
 ■ Graduation project 
 ■ Electives

• 1 EC = 28 hrs study, according to the European Credit Transfer System (ECTS) • One academic year = 60 EC (1680 hours of study) •  
 Total amount of credits MSc programme = 120 EC

needs and expectations. With the availability of new technology tools, a retail designer can help marketers and retailers to create unique experiences that connect with customers on a deep, emotional level.

## Admission requirements

- Graduates with a BSc degree from a Dutch University of Applied Sciences (HBO): Applicants holding a relevant HBO degree such as Industrial Product Design (IPO), Product Design & Engineering, Mechanical Engineering, Human Movement Technology, Civil Engineering, Aerospace Engineering, or Engineering Design & Innovation may be admitted after following a bridging programme. All candidates must make a formal application for admission. For more information, or if you are not sure whether your degree qualifies you for admission, please contact one of the academic counselors listed below.

- Dutch university graduates: Applicants with a BSc in Industrial Design Engineering from TU Delft, Eindhoven University of Technology, or Twente University will be admitted to the Master's programme without conditions. Applicants with another BSc from a Dutch university may be admitted to the Master's programme, depending on previous training and competence. Students will be required to enrol in a bridging programme. If you wish to apply or if you are not sure whether your degree qualifies you for admission, please contact one of the academic counselors listed below.
- International applicants: Applicants from non-Dutch universities must make a formal application for admission. Please check [www.ipd.msc.tudelft.nl](http://www.ipd.msc.tudelft.nl) for information about admission requirements, the application procedure and application deadlines. For more information please contact the international office of IDE.

**For further information:** [www.ipd.msc.tudelft.nl](http://www.ipd.msc.tudelft.nl)

### Further information for national applicants

Ms J.C. Thieme or Mr J.H. Wiltjer, Academic Counselors

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### For International applicants

International office IDE

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