MSc Programme

Integrated Product Design

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.

For those wishing to remain in an academic environment, careers opportunities are available in research and education.

Programme specialisations

The IPD programme offers several ways to incorporate a particular emphasis into your course of study. 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:

Automotive Design, Medisign and Retail Design

Every year students have the opportunity to select elective courses that offer opportunities to further develop their research and/or design skills in the IPD domain. It is also possible to receive an annotation on sustainability or entrepreneurship.

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 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.

In the Master's Programme in IPD you will focus on the design of complex innovative products and product-service combinations for consumers and professional users. The end product reflects a process where form, function, use, production and sales influence the design decisions. You will learn how to conduct complex design activities, with a focus on design for the real world.

The IPD programme offers a balanced mix of theory and practice. To design physical artefacts you need specialised knowledge in courses such as aesthetics, ergonomics, smart systems and technologies. You have to integrate and apply this knowledge to realistic complex design problems.

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. During the second year, the emphasis is on design projects and 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*
Design Manifestation	6
Product Communication and Presentation	3
Applied Ergonomics	3
Life Cycle Engineering and Design	6
Smart Systems and Technologies	3
Advanced Design Support	3
IPD Research Methodology	3
Professional Design Practice	3
Domestic Appliances Project	9
Project Advanced Products	9
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

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. Applicants with other degrees should contact one of the academic counsellors. All candidates must make a formal application for admission; for more information, please contact the academic counsellors.
- Dutch university graduates: Applicants with a BSc in Industrial Design Engineering from TU Delft, Eindhoven University of Technology, and 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. Required entry level skills include the following: Product Design, Information Design, Interaction Design, Multimedia Design, Basic Research skills and knowledge of technical product development processes. If you wish to apply or if you are not sure whether your degree qualifies you for admission, please contact one of the academic counsellors listed below.
- International applicants: Applicants from non-Dutch universities can apply on the basis of grades, portfolio, a letter of motivation explaining the reasons they wish to enrol in the Integrated Product Design programme, and their study and career objectives. These applicants must contact the IDE International Office before application. For details on admission requirements and procedures, see www.ide.tudelft.nl/international.

For further information: www.ipd.msc.tudelft.nl

Further information for national applicants
Ms J.C. Thieme or Mr J.H. Wiltjer, Academic Counsellors T +31 (0)15 27 82941/83041 E master-io@tudelft.nl

For International applicants
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