Product design, often referred to as industrial design, is inherently creative and interdisciplinary. As a product design student, you will study the methods and tools used to invent the future through innovative objects, systems, and services.

The product design curriculum is hands-on and team-based. Many of the classes are a blend of lecture and studio components so that you can immediately apply what you are learning. Students in product design test ideas and develop prototypes using the College of Design fabrication resources including 3D printers, the Digital Fabrication Lab, and more. As a “community of practice,” former product design students and industry representatives are actively involved in the classroom and will work directly with you on projects.

Student Experiences

Visit the College of Design blog to read more about student work and experiences. You can also follow the College of Design on Facebook, Twitter, and Instagram for news, events, and a behind the scenes look into the lives of our design students.

Related Student Organizations: Design U, Product Design Minnesota, Tesla Works
Study Abroad Options

Find out more about learning abroad opportunities for product design majors.

Meet Our Alumni

From Fortune 500 companies to start-ups, product design alumni have built careers as technical designers, product designers, UX designers, and more in a variety of industries. Whatever their path, product design graduates are innovative leaders who identify society’s needs and create novel solutions. Read more about what our product design graduates are up to on the College of Design blog.

You might also explore

- Apparel Design
- Electrical Engineering
- Entrepreneurial Management
- Interior Design
- Mechanical Engineering
- Architecture
- Retail Merchandising
Associated Careers

Industrial Designers, Industrial Engineers, Interior Designers, UX Designers, Technical Designers, Product Designers, Entrepreneurs