Product Design (or Industrial Design) is about creating the future and solving problems by developing innovative objects and services.

Product Design is inherently creative and interdisciplinary. With industrial design being the base of the product design program, you’ll take courses in that field, including concept sketching, model making, and computer modeling. However, this is not a traditional industrial design program. To innovate in today’s society, a designer must have a basic understanding of engineering elements, human needs, and the market, so you’ll also take classes that will teach you about those fields. This truly is an interdisciplinary major and is perfect for “polymaths” - individuals who excel in both “right brain” and “left brain” activities.

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’re learning, test ideas and develop prototypes using the College of Design fabrication resources. You’ll have access to 3D printers, our Digital Fabrication Lab, and more.

The program is a “community of practice,” meaning former students and industry representatives are actively involved in the classroom where they’ll be working directly with you on projects. From the industry collaboration and sponsorship involved in product design courses, you’ll get real-world learning opportunities and build your portfolio. The U of M’s location in the Twin Cities puts you in a top design center in the U.S with companies specializing in medical products, 3D printing, and
more just minutes away.

Some graduates go on to work for one of the Twin Cities’ many product design companies or consultancies. Alternatively, some students become entrepreneurs and launch their own start-ups. Whatever their path, product design graduates are innovative leaders who identify society’s needs and create novel solutions.

**Student Experiences**

Related student groups include:

- [Product Design Minnesota](#)
- [Design U](#)

**Meet Our Alumni**

Product Design at the University of Minnesota

Jamey Berg '14 created a great product and landed a royalty agreement all from a U of M class assignment. [Read more here.](#)

**You might also explore**
Apparel Design  
Electrical Engineering  
Entrepreneurial Management  
Interior Design  
Mechanical Engineering  
Architecture  
Retail Merchandising

**Associated Careers**

Architects, Drafters, Fashion Designers, Industrial Designers, Industrial Engineers, Interior Designers