

Industrial Design

About the Program

The Bachelor of Science (Industrial Design) develops students' creative and technological aptitude through product functionality and appearance, but also they have to ensure user attractiveness and satisfaction of the product.

This program aims to develop concepts and specifications of products and systems, optimize functionality, to improve appearance, which provide value and other benefits for users and manufacturers.

All design apprentices in SSRU will be supported by business studies, new technologies, professional practice, design psychology, consumer knowledge, applied research, sustainability and design ethics.

As a result, professional graduated designers from SSRU not only acquire a broad and coherent body of knowledge about Industrial Design, but also in-depth understanding of the underlying principles and concepts in Industrial Design and its applications in other specialized fields providing a solid foundation for independent, lifelong learning.

Career options for industrial design graduates would be: automotive designer, furniture designer, consumer products designer, exhibition designer, special effects producer. Graduates can also get hired in areas like sales or marketing, logistics and supply chain, all of them becoming very popular these days on the labor market.

To qualify for the award of Bachelor of Science (Industrial Design) from SSRU, students complete 133 credit points of study and the innovative unit, the 133 credit points divides as follows:

Semester 1

Subjects	Credit
GEL1002 English for Communication and Information Retrieval	3(3-0-6)
GES2002 Thinking and Decision Making	3(3-0-6)
IDE1101 Creative Thinking	3(2-2-5)
IDE1102 Principle of Design	3(2-2-5)
IDE1103 Drawing 1	3(2-2-5)
IDE1104 Visual Design	3(2-2-5)
IDE1105 Technical Drawing 1	3(2-2-5)
Total Credit	21

Semester 2

Subjects	Credit
GEL1001 Thai Usage	3(3-0-6)
GEL1003 English for Communication and Study Skills	3(3-0-6)
IDE1106 Ergonomics	3(2-2-5)
IDE1205 3-Dimensional Design	3(2-2-5)
IDE1202 Technical Drawing 2	3(2-2-5)
IDE1201 Design History	3(2-2-5)
Total Credit	18

Semester 3

Subjects	Credit
GES1001 IT for Communication and Learning	3(3-0-6)
GES1002 Science and Technology for Quality of Life	3(3-0-6)
IDE2101 Industrial Design 1	3(2-2-5)
IDE2105 Fundamental of Computer Aided Design	3(2-2-5)
IDE2501 Product Design for Thai Style	3(2-2-5)
IDE2202 Model Making Technique	3(2-2-5)
Total Credit	18

Semester 4

Subjects	Credit
GEH1001 Aesthetic Appreciation	3(3-0-6)
GEL2002 English for Academic Purposes	3(3-0-6)
IDE2103 Materials and Production Processes	3(2-2-5)
IDE2102 Industrial Design 2	3(2-2-5)
IDE2104 Basic Mechanic Design	3(2-2-5)
IDE2701 Graphic Design 1	3(2-2-5)
IDE2402 Interior and Decorative Product Design	3(2-2-5)
Total Credit	21

Semester 5

Subjects	Credit
GEH1002 Thai Society in Global Context	3(3-0-6)
GEH2002 Philosophy of Life	3(3-0-6)
IND3205 English for Industrial Technologists	3(3-0-6)
IDE3101 Industrial Design 3	3(2-2-5)
IDE3601 Consumer Behavior in Industrial Design	3(2-2-5)
IDE3602 Design and Cost Estimating	3(2-2-5)
IDE3301 Computer-aided Industrial Design	3(2-2-5)
Total Credit	21

Semester 6

Subjects	Credit
IDE3303 English for Design	3(2-2-5)
IDE3402 Innovative Environmental Design	3(2-2-5)
IDE3201 Industrial Design 4	3(2-2-5)
IDE3901 Research through Industrial Design	3(2-2-5)
IDE3203 Sustainable Design	3(2-2-5)
IDE3801 Preparation for Internship in Industrial Design	2(2-1-3)
Total Credit	17

Semester 7

Subjects	Credit
IDE3902 Independent Study	3(2-2-5)
IDE4301 English for Presentation in Design	3(2-2-5)
IDE4403 Exhibition and Display Design	3(2-2-5)
IDE4802 Seminar for Professional practice in Industrial Design	3(2-2-5)
IDE3701 Package Design 2	3(2-2-5)
IDE4901 Major Design Project	3(2-2-5)
Total Credit	18

Semester 8

Subjects	Credit
IDE4801 Internship in Industrial Design Field	5 (350)
Total Credit	15