

Pratt Institute



Students working on their chair design prototypes in the department's fabrication shop. In the foreground is a student working with a metal-bending tool to create the base of a chair.
Photo Bob Handelman



Students and faculty gathered outside of the Juliana Curran Terian Design Center, home to Pratt's programmes in industrial, interior, communications and fashion design.
Photo Josh Gerritsen



Pratt Institute
200 Willoughby Avenue
New York, NY 11205
United States

T +1 (0)718 636 3600
info@pratt.edu
pratt.edu

216

Course
Industrial Design

School
Pratt Institute

Introduction

'We expect students to come to Pratt ready to work hard and to share their knowledge'

Steve Diskin, chair of the master's programme Industrial Design



When was the school founded, and has it changed much over the years?
Pratt Institute was founded in 1887 by industrialist Charles Pratt. It began as a trade school and, though there is still a legacy focus on providing students with hands-on expertise, the approach emphasises a much

broader curriculum, thinking and creative self-expression.

What is studying at this school all about?

For Pratt, industrial design is about the translation of ideas into form – with all the implications that the notion of translation brings with it. In the first year, there are ID Tech studio, 3D abstraction and colour and drawing classes that provide a vocabulary of form and understanding of process in a direct experience of translation from eye to hand and from concept to an evolved final design. Advanced studio classes and thesis, taught by highly experienced professors, refine the language, intent and consequences of design. Finally, expert input from guest speakers, competitions, sponsored projects and field trips connect the internal academic machinery of the department to the design needs and perceptions of the outside world.

What kind of teaching method is applied?

The pedagogy for Pratt's master's programme relies on 'conversation', i.e. more dialogue than critique, so that by the time students get to their final project thesis they realise that dialogue is better than proscription.

Why should students choose this particular school?

Pratt master's degree programme in industrial design is consistently ranked among the top 10 in the United States by *U.S. News & World Report* and *DesignIntelligence*. The programme, with grounding in traditional design skills, conceptualisation, research and design processes in the context of global issues, prepares our graduates to become leaders who question, explore and expand the relevance and passion of this discipline.

What is expected from the students?

We expect students to come to Pratt ready to work hard, to share their knowledge collaboratively, and to prepare themselves for a field where the designer must be able to provide innovative professional design solutions.

What is the most important thing for students to learn during this course?

A strong legacy feature of the course is that it welcomes students without a bachelor's degree in industrial design. These 'career changers' not only come from related fields of architecture and interior design, but also from fine art, biology, economics, neuroscience, engineering and music, among others. As such, we have an amazingly diverse group of students who are encouraged to exploit and share their previous academic pursuits and interests in their studies and become 'world citizens'.

City
New York

Country
United States

217