

# Career: Industrial Design

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One of the most versatile of the design fields, Industrial Design encompasses Product Design including consumer products, industrial products and equipment, electronics, toys and shoes; Transportation Design including automotive, recreational, and mass transportation; Furniture Design for domestic and commercial markets; Exhibition and Environmental Design involving museums, trade shows, store displays, entertainment venues, interiors, lobbies, parks and playgrounds. Industrial Design, while strong in 3-dimensional aesthetics, often requires work with graphics, communications, marketing and project planning as integral parts of the design process. Pratt's curriculum provides a well-rounded exposure to the design process and allows for specialization within particular areas of interest.

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## Some Employers of Pratt Alumni

General Motors

[Ecclissi](#)

Edwin Schlossberg Design

IBM

Black & Decker

Fitch

Brooklyn Children's Museum

Haworth Furniture

Herman Miller

Teague

Lebowitz Gould

Smart Design

[Lifetime Brands](#)

Inno Design

Tupperware

[Museum of Natural History](#)

Nike

Tiffany & Co.

Knoll International

Krent Paffitt

[Newell Rubbermaid](#)

Adidas

Bausch & Lomb

Beckton Dickenson

Frog Design

[Hasbro](#)

Reebok

Studio Red/Rockwell

[Tool Inc.](#)

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## Profile of Successful Graduates

William began his career with a major consulting firm, Teague, where he worked 8 years. He then moved to a large consumer product corporation where he heads up the Industrial Design Department and is involved in all aspects of product and package design and marketing.

As a student, Tom maintained an interest in comic book illustration as well as his work in Industrial Design. As a junior, he applied for the Disney Animation Internship program and was accepted for a summer position. Upon graduation, he was offered a job in the Special Effects Department and was sent for special training in California before he joined the Florida Animation studio.

Following graduation, Victoria designed and developed products for Donghia Furniture. She then established her own product design firm whose work is represented by such residential and contract furniture manufacturers as Steelcase, Haworth, Gunlock, Davis Furniture and others. She has won numerous industry awards in recent years and has been featured in many design publications.

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## Bottom Line

*Entry Level Salary Range:*

*BID: \$ 30-62,000*

*MID: \$40,000-\$65,000*

*Special Characteristics:*

This field offers a great deal of diversity, from individual consulting to corporate design. Employers demand excellent craft as well as expansive thinking and

creative problem solving from those who succeed.

The Office of Career Services lists over 4000 jobs annually.

We offer career counseling and job referrals for those entering their professional field as well as general art-related jobs for those still developing portfolios.

In addition, a number of companies come each year to interview students for internships and jobs.

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