Industrial Design of ITS offers 4 years Undergraduate Programs in the field of Product Design and Visual Communication Design. Our aim is to form design professionals with emerit of work ethics, critical and visual thinking, creative, insightful science technology mastery, as well as the communication and managerial skills. Our courses are developed in a comprehensive and conscience learning by doing process, on a balance of theory and practice.

Research and Development of Qualitative and Quantitative Methods in cover design, Visual Research, Marketing Communication, Ethnography, Branding, and Design Strategic Management

Competency
1. Visual Research
2. Marketing Research
3. Branding Research
4. Design Strategic Management

Variation of Product Development
1. New formula of product fashion development
2. Recommendation Strategic Branding

Research and Development of Computer-based Graphic Design 2D and 3D digital design include: Drawing, Illustration, Modeling, Game Design and Animation.

Competency
1. Digital Modeling 3D
2. Simulation 3D
3. Digital 3D Animation
4. Digital Publishing

Variation of Product Development
1. Transportation Exterior and Interior Design
2. Environment Modeling Design
2. Virtual Reality
3. Game and Animation Technology
4. Digital and Print Publishing
5. Packaging Design

Facilities that we provide to enhance creativity atmosphere include:

- Design Studio for each major design class.
- CNC Workshop station
- International Research Laboratory
- Air Conditioner and Drawing Desk in every class.
- Art and Design Gallery
- Libraries
- 24-hour free internet network
- The Coolest Canteen ever!
- Performance Stage
- Student Centers
- Gardens and Lake Landscape
- Cars and Motorcycle Parking area

STUDENT ACTIVITIES

Some program activities both majors and scale student activities are regularly held with the purpose of creating an educational environment that is active and creative.

With regard to the role of academic institutions to the community, we continue to participate actively in the activities of the Public Service. Dozens of small and medium-sized businesses and the General Public Hundreds each year we provide training as well as some insight into the design.

INTERNATIONAL CONFERENCE PROGRAMS

1st International Conference Creative Industries 2011, Denpasar Bali-Indonesia | March, 14th, 2011
2nd International Conference Creative Industries 2013, Surabaya East Java-Indonesia | November, 13rd, 2013
4th International Conference Creative Industries 2017, Surabaya East Java-Indonesia | October, 11th - 12th, 2017

FACILITIES!

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INDUSTRIAL PRODUCT DESIGN PROGRAMS

The field of design study that apply innovative concepts to solve the problem and the need of functional objects with aesthetic approach, ergonomic, technology, socio-cultural and economic to create value for improving the quality of human life.

**VISUAL COMMUNICATION DESIGN PROGRAMS**

Visual Communication Design focuses on the processing of visual language as a communication tool to create compelling messages, information and imaging, with social or commercial purposes through the media.

**LABORATORY OF HUMAN CENTERED DESIGN**

Laboratory Ergonomics oriented on research and development of products related to the comfort, safety and health factors of the Users.

**COMPETENCY**

1. Environmental ergonomic
2. Anthropometry and biomechanic analysis
3. User interface design
4. Material properties analysis

**Scope of product development**

1. Personal and mass transportation
2. Health aids
3. Furniture
4. Household appliance
5. Fashion and craft

**LABORATORY OF PROTO-MODEL**

Oriented on research and developing a model or prototype of innovative products.

**COMPETENCY**

1. CNC Rapid prototyping for experimental products
2. Model and prototype production
3. Casting, molding, vacuum forming production process
4. Toys, merchandise and crafts production
5. Material treatment and finishing

**Variation of product development**

1. Car and transportation models
2. Toys and merchandise
3. Household models
4. Furniture
5. Ornament aesthetics
6. And others modeling bodyworks

**LABORATORY OF MEDIA VISUAL**

Media Visual Laboratory, is the playground that involves research based learning and practical based learning. Students will find the place that support skill development of arts and creative thinking, as the student outcomes can produce visualization with aesthetically attracted, solve the problem and cultivate new ideas of scientific development. This Lab also leads the student community in photography, videography and graphic art to gain discussions, self expressions, soft skills and social skills.

**COMPETENCY**

still images based media
moving images based media
Processing images and designs, both using print and screen media

**On Going Activity**

Photography and videography for fashion, product design, food design, underwater and aerial, Support ethnography research and media content, Research and development of stop motion animation, Magazines and publishing project, Related training and workshops

**LABORATORY OF BASIC DESIGN**

We focus on how to the user understand and know what it form and basic elements in a visual, understanding the visual experiences, aesthetics forms, aesthetic impact, aesthetic sense, before becoming a functional thing.

**COMPETENCY**

1. Aesthetic Measurement
2. Color and Form Research
3. Drawing and Illustration

**Variation of Product Development**

1. Conceptual and Digital Illustration
2. Color and Form Theory
3. Experimental Creative Form
4. User Interface and Experience Design
5. Game Board

**THE SCOPE OF CAREER**

**Professional Designer**

- Art Director, Design Manager
- Graphic Designer, Set Designer, Illustrator
- Photographer, Desktop Publishing Specialist, Advertising Manager
- Packaging Designer
- Signage Designer, Event Promotion Manager, Exhibition Designer
- Multimedia Designer
- Video Editor, Web Page Designer, Games Artist, 3D Modeler, 3D Animator, Character Animator, Digital Media Artist, Game Designer
- Digital Photography, Commercial Photographer
- Advertising Photographer, Fashion Photographer

**Photographer, Media & Publication House Photographer**

- Travel Photographer, Fashion Photographer, Editorial Photographer
- Portrait Photographer, Professional, Artist
- Wildlife Photographer, Stock Photographer
- Industrial Product Designer
- Automotive and Transportation Designer
- Furniture, Commercial Design

**Jewelry Designer, Furniture Designer**

- Home Appliance Designer, 3D Modeler, Booth and Exhibitions Designer

**Researcher**

- Researcher, R&D Designer
- Marketer, Market Researcher, Brand specialist, Media Planner, Media Buyer, Sales & Marketing

**Communicator**

- Communications Designer, Journalist, Public Relations Executive, Account Executive, Copywriter, Film Editors, Scriptwriter, News Editors, Content Manager, Professional Blogger, Public Speaker, Entrepreneur, Magician

**Academics**

- Lecture, Professional Instructor, Educator/Teacher, Entrepreneur
- Creativepreneur, Technopreneur, Mass Productions, Design Consultant, Motivation, Design-Analyst

**PARTNERSHIPS & COLLABORATIVE**

Industrial Design has been formed with several parties, both from the Government sector as well as from the private sector. This collaboration will continue to do so that we can continually establish a good working relationship between the ITS in general, and specifically for students. We are well aware that networking is the main thing that is necessary for our graduates. With always a good cooperation with various parties, we have confidence that it can provide a huge impact on the development of the current and future industries. Therefore, we are very concerned and will continue to strive to build networks that benefit both the students and the institution.

Some of the list of co-operation we have done so far include:

- Industrial and Trading Department
- Cooperation and Small and Medium Enterprises Department
- Tourism and Creative Industries Department
- Education and Culture Department
- Regional Government of Surabaya
- PT Dahana
- PT Barata Indonesia
- PT PJN
- PT HI Lampostera
- Mercedes Benz - Daimler Chrysler Indonesia
- WR Futura
- PT BB
- PT TINKA
- PT Halm Lepa Sakti
- PT LG Indonesia
- PT BIL Sarabaya
- PT MAB
- PT Pajasa Indonesia
- PT Oamal Sarabaya
- PT Mekar
- PT Indosil II
- PT Tiga Mosha
- PT FNC Indonesia
- PT Pajasa
- PT Smaneks Gresik
- TV Speedometer
- PT Elco Komplitindo - Gomella - PT Romy Vietka
- Jakarta Desini
- Japan Foundation
- Smoca Lab / Square Erso Japan
- Invesco Design lab
- Japan Television (JTV)
- PT Elco Komplitindo - Gomella - PT Romy Vietka
- PT Astra Honda Motor etc