

## Pre-Profession Industrial Design Application - BYU

### Background Information:

The goal of this application is to help us assess some of your design oriented attributes. We would like you to take your time and complete all components of this design project on your own. Some parts will take more time than others, and there are no time limits for any of the challenges given, but we estimate the application should take a few hours to complete. You also do not need to complete the challenges in one setting, you can spread the challenges out, reassess your thoughts and update them as you see fit.

As you will see, the Design Challenges we request from you will exercise some of your many design abilities. It is important that you understand that there is no right or wrong answers to any aspects of the questions or challenges, thus, you cannot fail. Relax, be yourself and enjoy working on the challenges.

When you have completed the questions and challenges, please submit your results to the Industrial Design Academic Advisement office and make sure you are registered as a pre-professional industrial design major in the BYU system. If you need to change your major, please change your major online through MyMap before submitting your documents to us. You can deliver your documents in person, through e-mail, or mail them in. We have two application deadlines each year, one for Fall Semester, the other for Winter Semester. The deadlines are as follows:

Fall semester	4:00pm MST on August 1st
Winter semester	4:00pm MST on December 2nd

If the deadline dates occur on a weekend, the documents will be due before 4:00pm MST on the first Monday following the deadline.

You can apply for either semester, we treat them both equally. If you are not accepted into the courses on your first attempt, you may request through email that your same application be submitted for a second review in the next deadline in the same academic year. You will not be allowed to redo or upgrade your application for the second review.

If you are not accepted after the second attempt, you could potentially apply a third time, but perhaps it would be best to consider another path to becoming a designer. It is important to understand that we are a limited enrollment program and because of the limits of our resources, we can only take a limited number of students each semester. If you are not accepted into the core courses, this does not necessarily mean you do not have the skills to become designer someday. This situation typically reflects more on the limitations of our resources than on your individual talent.

Admittance to the Pre-Professional Industrial Design courses are always contingent upon your first being admitted to the university. You will also be unable to register for the core industrial design courses until you receive approval from the department. This occurs within days after the applications have been assessed by the faculty.

Contact information for the Industrial Design Academic Advisor

School of Technology Advisement  
250 Snell Building  
Brigham Young University  
Provo, UT 84602  
[sot\\_advisement@byu.edu](mailto:sot_advisement@byu.edu)  
801-422-1818

Notes:

If you are sending your documents through the mail, be sure to send it early and to keep a copy for your records in case it is lost in the mail. We also recommend using a traceable delivery method to ensure its safe and timely arrival. The applications will not be archived or returned to the applicant. We will only accept complete applications.

If you are accepted into the pre-professional industrial design program, a notification e-mail will be sent to each applicant within the week indicating their acceptance into the core courses. Upon receiving this e-mail, the applicant will be able to register for the Industrial Design Foundation Courses for the applicable semester.

If you have questions regarding admissions to Brigham Young University, please contact the Admissions Office at (801) 422-2507. If you have questions regarding transfer of other college or university course work, please contact the Transfer Evaluation Office at (801) 422-8522.

If you have any further questions regarding the Industrial Design Program, please call the School of Technology Advisement Office at (801) 422-1818.

## **The Pre-Industrial Design Application:**

Please type your answers.

Full Name:

BYU Student ID Number:

Phone Number:

Address:

Street

City

State

Zip

Email

(Notification will be sent by email):

### **Short Answer Questions - Please answer the questions in the space provided and not on a separate sheet.**

1 - Tell us, in a few sentences, how and when you found out about industrial design?

2 – Everything is designed, one way or another. Some objects are designed well, while others are not; some are designed pretentiously, other unassumingly; some are designed to optimize materials and techniques, while other are wasteful; some are approachable and understandable, others instead trade on their unattainability. Design takes them all in, from chandeliers to pencils, from airplanes to computers. The best contemporary objects are those which express consciousness by persuasively showing the reasons why they were made and achieve some level of meaning for those who associate themselves with them

Select an object from your life experience that has meaning to you. Reflect on why and how you judged and determined that this object expresses consciousness and share those thoughts with us in 200 words or less.

## **Design Challenges**

### **Challenge 1: Flexible Thinking**

Materials: A clock and multiple blank sheets of 8.5 x 11 paper and a ball point or felt tip pen.

Instructions: Timing yourself for thirty minutes, generate as many ideas as possible for different ways a lip balm container could be used. Draw your ideas out on the blank sheet of paper, use written notes to highlight key aspects of each concept if it helps communicate your idea. Number each individual idea. Attach to your application.

### **Challenge 2: Translation and Impact**

Materials: Multiple blank sheets of 8.5 x 11 paper and a ball point or felt tipped pen.

Instructions: First using only lines (no tone/gray values), draw on one sheet of paper a hand-held kitchen object of your choice. You may use any fine-line ball-point or felt tipped pen to make the drawing. Second, on new sheet(s) of paper, identify and communicate to us, some weakness in use, usability or desirability of that same kitchen object that you just drew. Finally, on new sheet(s) of paper, show us how you would enhance the users experience surrounding that object by re-designing or updating that same kitchen object. Attach all sheets to your application.

### **Challenge 3: Visual Explanation**

Materials: Digital Camera, 8.5 x 11 paper and a printer

Instructions: Using a digital camera, create a six-image photographic narrative that tells a story about an object, environment or an experience that happens over a period of time. Place and print these images on a single 8.5 x 11 sheet of paper. Number the images in the order you want us to view them. Attach to your application.