



Fig. 1. Exhibition of the work done by the students of Industrial Design Section in 1941- 1942.

Photograph by O. K. Harter

## INDUSTRIAL DESIGN

### AT THE CALIFORNIA INSTITUTE OF TECHNOLOGY

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With the opening of the college year of 1941-1942 the training in Industrial Design previously given at the California Graduate School of Design in Pasadena was taken over by the California Institute of Technology. This relationship was undertaken following consideration by the faculty of the Institute and with the conclusion that a satisfactory two-year graduate course in Industrial Design could be coordinated with the four-year undergraduate engineering curricula of the Institute.

It is believed that a correlation of design factors with the materials and processes of production is as vital in the manufacturing field as it is essential for the designer of engineering structures or machines to be fully informed in regard to the possibilities and limitations of methods of fabrication and construction. The objective of the industrial designer is to visualize and outline the form of articles which will be attractive in appearance and correspondingly suitable in their functional aspects.

Under the conditions which appear likely to exist in the manufacturing industry of this country when normal production is again resumed following the war, former methods and processes will be largely displaced and there will be opportunities for innovations such as have rarely existed before.

There will be enormous demand for new articles. The opportunity will exist for the employment of new processes and the array of new materials available for utilization will all combine to challenge the resourcefulness and initiative of the industrial designer

Economic condition under which the new industrial era will become established will probably be characterized by competition in the adaptation of the then-available new processes and materials. For successful industrial design it would be highly essential that the designer's ability to evolve concepts of articles satisfying the requirements of form and color be founded on the basic knowledge of mechanics and materials, so that his products may be physically capable of serving the purposes for which they are made.

In view of these qualifications which seem to fit the successful industrial designer of the future, it appears that there are large opportunities awaiting those students who possess the rather unique and diversified combination of qualities to be found in the engineer who also has some of the talents of the practical artist and who correlates these talents into the field of industrial design.