

History of Industrial Design in Iran's Academia

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Picture 1) University of Tehran Faculty of Fine Arts, the birthplace of Industrial Design in Iran

Industrial Design in Iran has around forty years of history. It started in 70's in University of Tehran, which is Iran's most comprehensive educational center. At the beginning, Industrial Design was a branch in Visual Art major in UT faculty of Fine Arts. Since 1983, the independent major of Industrial Design was established in University of Tehran. After UT, Industrial Design expanded in other schools of Tehran such as University of Art, Al-Zahra University, Iran University of science and Technology, and since 1999, as the table 1 shows, it spread to other Iranian cities like Tabriz, Isfahan, Mashhad, Semnan and also Kish Island.

For studying Industrial Design in Iranian Universities, the applicants must participate in Iranian National University Entrance Exam called locally "Konkooor" in Iran. For entering Industrial Design major, they must pass Art Konkooor with two different types of exams including theoretical and practical questions. In theoretical exam they must answer some multiple choice questions and in practical exam they take part in a sketching contest. Generally, the Industrial Design major is a part of art faculties in Iranian universities, but exclusively in Tehran Polytechnic University, it is offered in engineering department. During their educational career, Industrial De-

No.	Name of the University	BID Established	MID Established
1	University of Tehran	1969	1993
2	University of Art	1986	1994
3	Al-Zahra University	1986	2010
4	Iran University of Science and Technology	1993	2008
5	Islamic Azad University, Central Tehran Branch	1993	1995
6	Tabriz Islamic Art University	1999	2005
7	Islamic Azad University, Mashhad Branch	2005	-
8	Amir Kabir University	-	2007
9	Isfahan University of Art	2007	-
10	University of Tehran, Kish Int'l Campus	2007	2008
11	Semnan University	2009	-



Picture 2) Iranian ID student inside the model making workshop in the 80's

sign Bachelor students, study some courses on Art and engineering such as Sketching, Visual Communication, Materials and Manufacturing Methods, Technical Drawing, Form Generation, Presentation Techniques, Model Making, Design Fundamentals, Technical Design, Applied Mathematics, Applied Physics, Photography, Geometry in Design, History of Art, History of Design, Economics and Industrial Management, Industrial Sociology, Computer Aided Design, Design Process, Design Evaluation process, Creativity methods, Packaging Design, Ergonomics, Sustainable Design, Furniture Design, Bio-Design and internship in an industrial complex. Also during the master's, the students study some courses with more depth and with special focus on research methodology. Publishing different types of design articles and reports in Iran, there are two specialized Industrial Design magazines. One of them is

Dastavard which is Iranian first Design magazine with more than 20 years precedence. It's published by University of Art. Another Iranian design Magazine is 4-Bagh which is an independent magazine with around 4 years precedence.

At the recent years, the number of Persian books on Industrial Design is growing. Likewise, the number of Iranian papers related to Design in international journals and conferences is increasing. Moreover, some Iranian talented ID students, continuously are winning world famous design awards like IF, Red-dot, IDEA, Interior Motives etc. These evidences shows that although there are various qualitative critics about Design education in addition to some gap between Industrial Design Departments and Iranian industries, the optimistic perspective lays ahead of Iranian design educational centers and designers.



Picture 3) Some shots from Iranian ID competitions and exhibitions