



UID

UMEÅ
INSTITUTE OF DESIGN

Umeå University, Umeå, Sweden



We are an international Swedish school, founded in 1989 with the aim of giving future designers the best possible start to a life-long professional and personal career.

Find out how you can join the UID family!

THE UID EXPERIENCE

We are different. Set a couple of hours from the Arctic Circle, UID offers a rare blend between the local and the global in a unique Scandinavian setting. Since the school's inception, UID has built its reputation through an equally sharp focus on creativity, practice and people.

The collaborative environment - where students feed off each other's creativity in projects partnering with key players in society and industry - has become an engine of innovation recognized across the globe. Awards and rankings, as well as the success of a worldwide network of alumni, tell only part of our story.

THE UID PHILOSOPHY

- Our design approach puts **people first**, from design methodology to aesthetics.
- We are committed to **teamwork** and to each **individual student's** learning process.
- We work together to create a social, engaging and **supportive environment**.
- **Professional design practices** have a strong presence in what we do.
- Our **projects** are thoroughly collaborative, working with **external stakeholders** and real issues.
- **Making things** will always be a fundamental way of testing and explaining our ideas.

With more than 30 nationalities represented in our student body, studying at Umeå Institute of Design gives you a large international network of friends and future colleagues.



A CULTURAL MELTING POT

UMEÅ ARTS CAMPUS



Umeå Arts Campus (UAC) brings together Umeå University's art colleges by the banks of the Ume River: Umeå School of Architecture, Umeå Institute of Design and Umeå Academy of Fine Arts. UAC also houses Bildmuseet - a museum of contemporary art and

visual culture - and the new science center Curiosum, aiming to inspire the public through visualization and technology. Umeå Arts Campus is a vibrant environment for research, education and events within architecture, design and art.



ABOUT UMEÅ INSTITUTE OF DESIGN

Umeå Institute of Design (UID), part of Umeå University, is ranked as one of the top industrial design educations in the world. UID offers a highly competitive, professional and international industrial design education supported by leading research as well as cutting-edge technical facilities. UID provides five academic programmes as well as a one-year course focusing on industrial design:

- Bachelor Programme in Industrial Design
- Master's Programme in Advanced Product Design
- Master's Programme in Interaction Design
- Master's Programme in Transportation Design
- PhD Programme in Industrial Design
- Industrial Design Intensive (one-year course package)

All educational programmes, except the bachelor programme, are run completely in English. The school has a diverse student body with representatives from all over the world. Typically, more than 30 nationalities are represented at any given time, creating a unique blend of creative energy and cross-cultural enrichment.

In all programmes and courses, UID cooperates with external partners. The school successfully works with both the local community and international companies such as Volvo, Spotify, Audi, Google, Microsoft and Philips Healthcare. More than 90% of students obtain employment as professional industrial designers shortly after graduation.



At UID, students are taught all aspects of the industrial design process. Students are given access to the wood, clay, metal, and interaction workshops 24/7. This includes 3D-printers, laser cutters, milling machines and much more. The cutting-edge IT infrastructure allows students to master sketching, basic electronics and programming.



UMEÅ CITY



Umeå, located in the north of Sweden, is a mid-sized Swedish town with around 120,000 inhabitants. Here, nature always serves as an inspiration, with a sun that barely sets in the summer and cold snowy winters. Umeå was the European Capital of Culture in 2014, and has a vivid music-, theatre- and art scene.



Umeå is home to a lot of culture, ” including alternative and progressive thinking, so I think it is a great place for a school like UID to be at. What could distract you less from your studies than a long dark and cold winter?

**Camilla Näsholm, student
MFA Interaction Design**



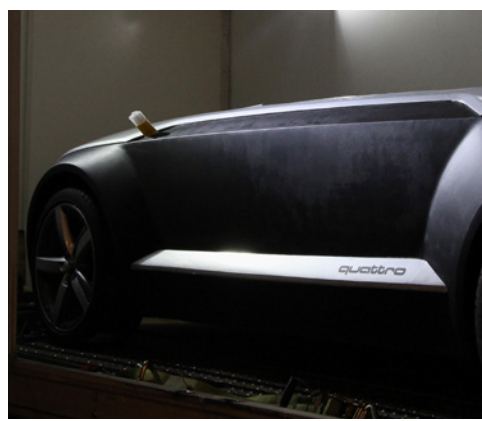
THE UID FAMILY



At UID, students build friendships and networks that last a lifetime. We believe that learning happens best through collaboration and sharing. All students sit together in studios, where each student has an individual workspace.



AUDI FULL-SCALE CAR PROJECT



Recently, students from the Master's Programme in Transportation Design developed, in collaboration with Audi, a full-scale prototype of a new Audi roadster. When finished, the prototype was shipped to the annual event "Audi UNiVerse" in Ingolstadt, Germany. This was the first time ever that a school presented a real-size model of a car at a similar event.



PRACTICE-BASED DESIGN RESEARCH



UID is building a strong team of researchers crafting practical, theoretical and methodological research contributions to the field of design that will shape the discipline for decades to come. The PhD Programme in Industrial Design aims to educate design researchers in terms of both depth and width.



TOP-RANKED EDUCATION

UID has been ranked the best design school in Europe and the Americas by Red Dot for several years in a row. For many years, the school has also been placed atop the global iF World Design Guide rankings. UID is the only design education to simultaneously claim top spot on both rankings.

In the QS World University Ranking - focusing mainly on academic research - UID recently climbed to 26th spot globally in the broader category of Art & Design. UID has also featured on BusinessWeek's list covering the '30 Best Design Schools in the World'.



Rebecca Daum, graduate from the Master's Programme in Advanced Product Design, wins the Red Dot Award for her graduation project Malaika.



*Top: Presentation of project in collaboration with Atlas Copco.
Bottom left: User studies for a project in collaboration with Umeå Energi. Bottom right: Presentation of ideas in a project collaboration with Covestro.*

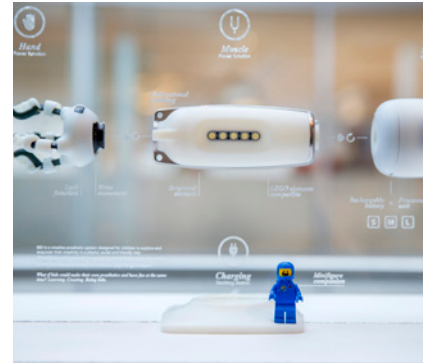


Most projects at UID are performed in collaboration with industry or society, allowing students to work in a realistic context. Collaborative partners include: Microsoft, Philips, Samsung, Norrland's University Hospital, Bang & Olufsen, LKAB, BMW, Kiska, Volvo, to name but a few.

At the annual UID degree show, students present their final projects to a large number of representatives from the design community. Upon graduation, more than 90% of students are employed as designers.



The study year ends with the Design Talks & Degree Show. It's an event that brings design leaders to Umeå to discuss the future of design with UID graduates. Keynote speakers in recent years include Tim Brown, chair of IDEO (top image) and Stina Nilimaa Wickström, Vice President Product Design at Volvo Group and UID alumna.



Carlos Arturo Torres Tovar, alumnus from the APD Programme, interviewed by TV reporters about his project "IKO" (in collaboration with LEGO FutureLab and Cirec). The project won Gold in the student category at the IDEA Awards and first place in the open design category at the Core77 Awards.





QUICK FACTS

PROGRAMMES

- BFA in Industrial Design – 3 years
- MFA in Advanced Product Design – 2 years
- MFA in Interaction Design – 2 years
- MFA in Transportation Design – 2 years
- PhD in Industrial Design – 5 years

COURSES

- IDI, Introduction to Industrial Design – 1 year
- UID also offers a range of single-subject courses throughout the study year



ALUMNI

Spread out across the globe, UID Alumni stay connected and **share a special bond**

In major cities around the world, hubs of former students create events and networking opportunities

INTERNSHIPS

The school's strong network of profiled **collaborating partners in industry and society** allows students to perform **valuable internships** during their education



EXCHANGE STUDIES

UID has a strong tradition of facilitating exchange studies for our students

Partner schools include:

- ArtCenter College of Design, US
- National Institute of Design, India
- Strate School of Design, France
- FH Joanneum, Austria
- Design PF School of Design, GER



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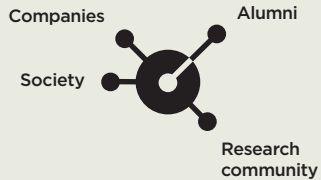
- Students from **within the EU** are exempt from application or tuition fees
- Students from **outside the EU** are charged with application and tuition fees

SCHOLARSHIPS

The school works continuously to **secure that there are scholarship possibilities** for non-EU students

COLLABORATION

At UID, collaboration is key. Education is built around **projects performed in close collaboration** with international partner companies, research units and local authorities. The school's **alumni play an important role** in facilitating these relations.



STUDENT BODY

- UID has approximately **135 full-time students** every year
- On average, the diverse student body at UID typically represent more than **30 countries**

AVERAGE CLASS SIZE

- BFA Programme - **15 students**
- MFA Programmes - **12 students**
- IDI One-Year Course - **15 students**



GRADUATION RATE

More than **95% of students** accepted to UID attain their educational goals

EMPLOYMENT RATE

Over **90% of UID graduates** are employed as designers within 6 months



ARTS CAMPUS

The Arts Campus, located on the banks of the Ume River, houses **Umeå Institute of Design, Umeå School of Architecture and Umeå Academy of Fine Arts**. It also includes **Bildmuseet** – a museum of contemporary art and visual culture - and the science center **Curiosum**.



APPLICATIONS

Applications to UID programmes are performed digitally via our website. All applications require the submission of a **portfolio or work samples**.



“UID really has a secret recipe. In addition to having skilled teachers, ambitious and purposeful students come together here from all over the world. We spur each other on and drive each other to perform, which is incredibly inspiring. Umeå is a great place too. While you can find everything you need here, it also gives you the opportunity to really focus on your studies. There is a calm here that I find very valuable”

Pontus Edman, alumnus from the Master's Programme in Advanced Product Design


Picture from Graduation Thesis by Pontus Edman

ADVANCED PRODUCT DESIGN

The two-year Master's Programme in Advanced Product Design is a solution-driven education. Focus is placed on the advanced treatment of design through user studies, problem identification and analysis, as well as new technologies and materials. Above all, the education puts an emphasis on innovative and new thinking to find the best possible solution for a given problem or identified design opportunity.

The philosophy of the programme is based around combining the knowledge and insights of today's hard-core product design with the possibilities that arise when applying both the physical and digital technology of tomorrow. The methods applied throughout the education are defined by a universal approach and respect for human and nature, characterized by the Scandinavian design tradition.

The programme is project-based, often carried out in collaboration with industrial partners, research units or local authorities. Most projects concern problems that students identify themselves. Issues that have not yet been solved countless times by others. This implies less emphasis on trendy, fashionable consumer products and more on professional products for qualified users. It includes product areas such as the medico-technical industry, design for the disabled, professional tools and equipment, public services as well as a variety of product applications for emerging technologies.



“One special thing about UID is that we’re really one big family. I always share ideas with students from the other master’s programmes - the Interaction Design Programme and the Advanced Product Design Programme. Getting all these different perspectives from a broader network makes your final design so much stronger.”


Jia Haoyue, alumna from the Master’s Programme in Transportation Design

TRANSPORTATION DESIGN

The two-year Master’s Programme in Transportation Design is unique in its scope of interest, encompassing the complete transportation design field in collaboration with industry. The curriculum is based on the Scandinavian design tradition where the needs of the individual are always at the centre of the creative process. The education encourages a balanced process where form, function, materials and technologies work together to benefit users. Students will explore how to design and develop vehicles of all types.

Today, population growth and environmental issues are challenging the transportation industry. Innovation for mobility is required on a global scale. Tomorrow’s designers have a major role to play in developing sustainable, safe and functional vehicle concepts built around future lifestyles.

The programme aims to prepare students for working in the industry. Hence, the education is built around projects, in close collaboration with international partner companies. The quality of our education and the capabilities of students graduating from the programme continues to be appreciated by the industry. Previous students have found leading positions at companies such as: Volvo Cars, Volvo Trucks, Audi, Scania, BMW, Renault Trucks, GM, Aston Martin, Volkswagen, Bentley, Kiska and many more.



“At UID, the collaborative aspect is real. People truly depend on one another, all the time. Here, you don’t just learn the skills and crafts that is demanded by a designer, but also how to communicate and teamwork. The collective atmosphere means that you are not just designing in your own bubble, and I think that shows in the designs that students end up producing. The student projects that come out of UID seem to always carry a societal relevance while at the same time working with the possibilities and consequences of technology.”

Akansha Aggarwal, alumna from the Master’s Programme in Interaction Design

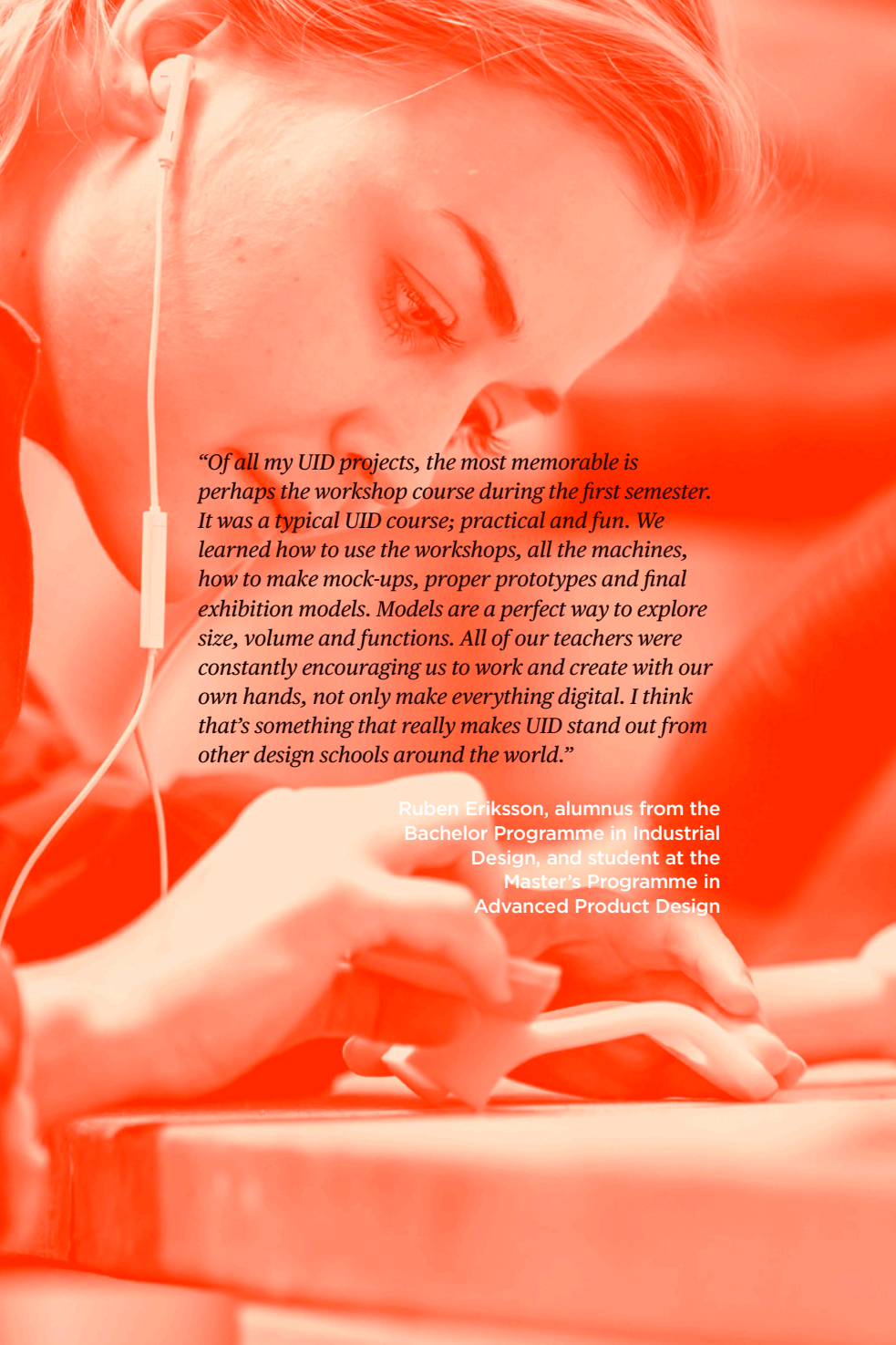
INTERACTION DESIGN

The two-year Master’s Programme in Interaction Design deals with the relation between people and the world around us, with particular focus on the interaction between product and user.

The discipline of interaction design allows for the design of both the cognitive and physical interface, integrating them into a successful whole. The Master’s Programme in Interaction Design aims to enable designers to create sustainable, comprehensible and pleasurable information-based products, services and environments.

Courses are given in a range of subjects including human-computer interaction, graphic design, contextual enquiry and ‘Experience Prototyping’. Interface prototyping tools, scenario techniques and user studies are consistently applied in project work, with experienced designers as tutors.

The programme offers exciting opportunities for designers to extend their existing skills into new territories, focusing on people’s needs rather than technological capability. The project-driven education prepares students for working in industry and society. Students are frequently employed at leading design consultancies as well as in major global corporations.



“Of all my UID projects, the most memorable is perhaps the workshop course during the first semester. It was a typical UID course; practical and fun. We learned how to use the workshops, all the machines, how to make mock-ups, proper prototypes and final exhibition models. Models are a perfect way to explore size, volume and functions. All of our teachers were constantly encouraging us to work and create with our own hands, not only make everything digital. I think that’s something that really makes UID stand out from other design schools around the world.”

Ruben Eriksson, alumnus from the Bachelor Programme in Industrial Design, and student at the Master’s Programme in Advanced Product Design

BACHELOR IN INDUSTRIAL DESIGN

The three-year Bachelor Programme in Industrial Design supports the students in taking an idea from vision to reality in a creative design process with a human-centred approach. The education offers the opportunity to work with design in an international, creative environment. Students are encouraged to solve real problems in order to build a sustainable future.

With a focus on people, products, services and the environment, the programme provides students with the tools to lead their own creative process following the Swedish user-centred design tradition. Throughout the education, students work in projects tutored by professional designers, dealing with real life design issues stated by an external collaboration partner. After completing the programme, students are ready to start their careers as industrial designers, or to continue their studies on master’s level.

This programme is run in Swedish, and is open to all Nordic and international students who speak Swedish or another Scandinavian language. When non-Swedish speaking exchange students join the programme for a term or two, education is held or provided in English.



“We performed a service design task for the Umeå Airport taxi system. The city had experienced problems with the flow of passengers leaving the airport terminal, mostly due to pre-booked rides. Our goal was to analyse the problem and try to find easily applicable solutions. It was great to get the chance to try out a whole range of new methods while engaging users. I really appreciate how the school allows you to develop through experiencing the real design process, working closely with stakeholders.”

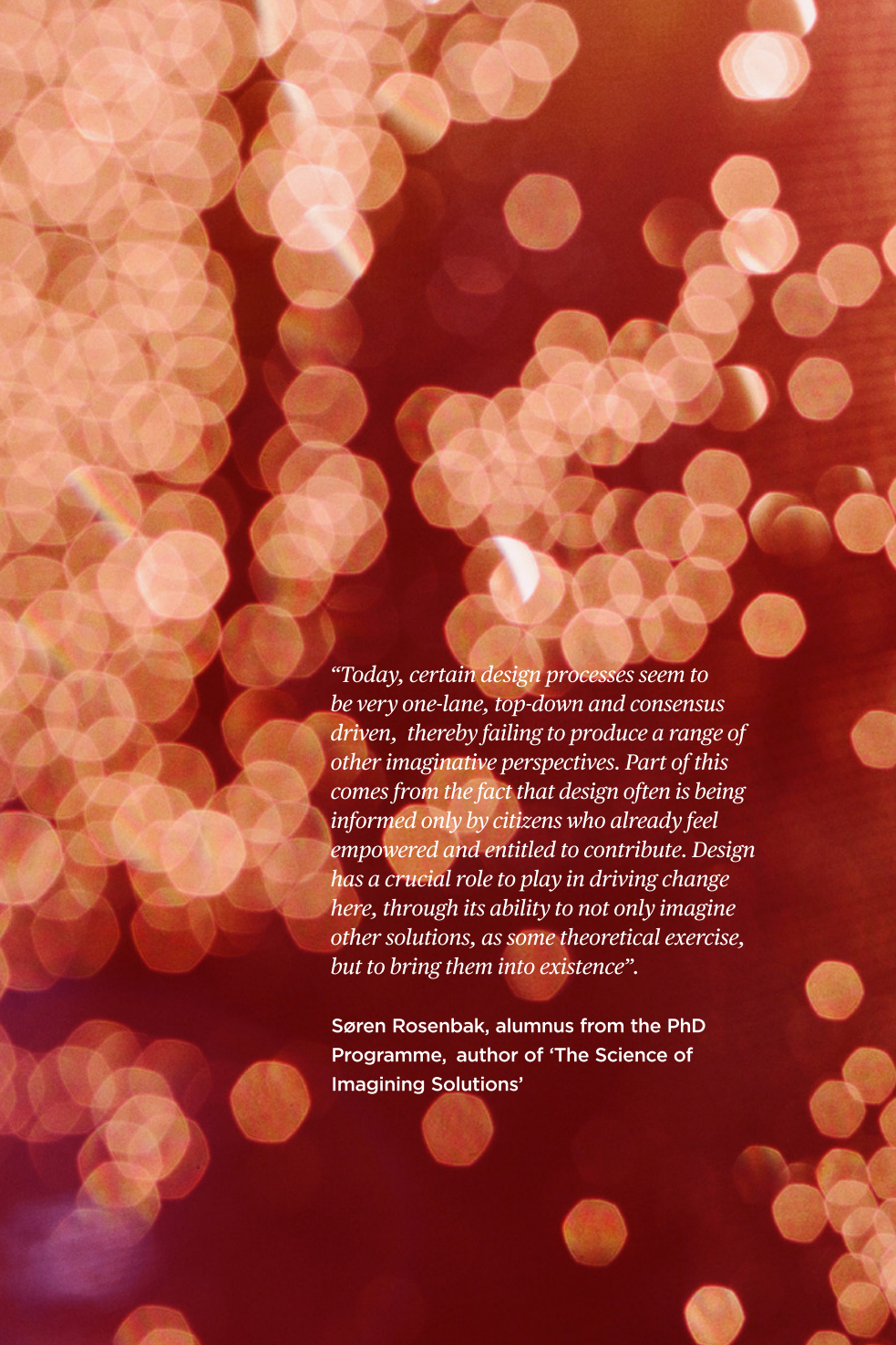
Joanna Pruchnicka, alumna from the Industrial Design Intensive one-year course package and the Master's Programme in Interaction Design

INDUSTRIAL DESIGN INTENSIVE

Industrial Design Intensive is a one-year course package aimed at giving an intensive introduction into the methods and processes used in the field of industrial design. The first six months are dedicated to basic methods in industrial design with a focus on the design process. The final semester includes basics in interaction design, service design and design management.

Students gain basic knowledge of the fundamentals in industrial design while honing their design skills. The course is mainly focused on teaching methods for analysing problems and methods towards developing ideation and creativity. Students are also expected to develop techniques and capabilities in visualisation, presentation and communication.

The course is open to students from other backgrounds than industrial design who wish to explore the field of design. It is also recommended for students in industrial design aiming to further develop their skillset - or do a year of exchange studies.



“Today, certain design processes seem to be very one-lane, top-down and consensus driven, thereby failing to produce a range of other imaginative perspectives. Part of this comes from the fact that design often is being informed only by citizens who already feel empowered and entitled to contribute. Design has a crucial role to play in driving change here, through its ability to not only imagine other solutions, as some theoretical exercise, but to bring them into existence”.

Søren Rosenbak, alumnus from the PhD Programme, author of ‘The Science of Imagining Solutions’

PHD PROGRAMME

The PhD Programme in Industrial Design educates multi-dimensional design researchers. The foundation is set through courses in design research methodology, history, philosophy and user-centred design, as well as through more general courses in philosophy of science, ethics and pedagogics. Two thirds of the five-year programme is completely tailored to the individual student’s efforts towards specialization.

The research education at UID is about understanding and extending the present and future foundations of design research and practice. PhD students are encouraged to develop advanced skills in crafting practical, theoretical and methodological research contributions to the field of design that will shape the discipline for decades to come.

The PhD programme comprises 240 ECTS-credits, and equals four years of full-time studies. Since all PhD students at UID dedicate 80% of their employment to their studies and 20% to teaching or other departmental work, the time is extended to five years. PhD students do not pay any tuition fees, and are employed by Umeå University during their PhD education.

All PhD students have their work places at UID, in the Research Studio, together with UID staff engaged in research and artistic development work. Each PhD student has a main supervisor at UID or from a closely affiliated department at Umeå University, as well as an assisting supervisor. Some PhD students also have external supervisors with specific professional or academic competence in their area of research.



Anne Asensio, Vice President Design Experience at Dassault Systèmes

“What is unique at UID is having bachelor, master’s and research under one roof. From the practical use of different technologies at the bachelor’s level all the way to the more reflective and critical PhD-research. This common thread helps students better understand how technology can empower designers to answer the real needs in our societies, from a human-centred perspective.

”UID is one of the schools that we recruit our best talent from. In our view, UID competes with the likes of Stanford University, MIT and the Royal College of Art in London. It’s a school that develops great designers that are very good at working collaboratively in teams. The students possess an extremely high quality.



Tim Brown, chair of IDEO

“As a school, UID taught me a lot about design craft, new technology, designing for people and taking responsibility for the work that we put in the world.”

Mike Kruzeniski, Head of Design & Research at Twitter and UID alumnus



“UID is like Hogwarts to me. It is far away from everywhere, it’s covered in snow and the night skies are painted by green lights. And the people that gather here from all over have their very own special magics and skills.”

Maggie Kuo, User Experience Design Lead at Google and UID alumna

“The school has such amazing facilities and resources that are available to the students 24/7. Because you spend so much time at school you end up developing strong bonds with your fellow students. It feels like a home. Those two years were really important for me, and they still are.”

Alberto Villarreal, Creative Lead Designer at Google and UID alumnus





WELCOME TO UMEÅ INSTITUTE OF DESIGN!

For Master's Programmes and the Industrial Design Intensive one-year course package, apply no later than **January 15**.

For the Bachelor Programme in Industrial Design, apply no later than **March 1**.

For more information on how to apply, go to - www.uid.umu.se/applications

Do you want to know more about Umeå Institute of Design?

Visit our website - www.uid.umu.se/en

Follow us on **Instagram** and **Facebook** - [@umeainstituteofdesign](https://www.instagram.com/umeainstituteofdesign)

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