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DESIGN SÃO CAETANO DO SUL

DESIGN





WHAT DOES A DESIGNER DO?

A designer is a professional with a creative personality, ready to solve problems and come up with aesthetic and functional solutions for products made according to the latest manufacturing standards. Focused on meeting people's needs, designers use various research evidences and develop each project taking into account the system-wide requirements and the trifecta of innovation: desirability, feasibility and viability.

Designers can participate in the creation and development of products and services for the a number of industries: Automotive, Toys, Appliances, Electronics, Packaging, Medical/Hospital, Furniture, Lighting, Textiles, Shoes, Clothing, Jewelry, Ceramics, Personal Care and Beauty, Games, Household Items, and more.

THE JOB MARKET

Designers enjoy an ever-increasing demand for their services and are valued by employers for their multidisciplinary education and ability to work on any stage of the product life cycle – from business strategy to product launching, including the creation, development and technical viability. The market is currently growing, as Design has become the main driver for differentiation and innovation in products and services.

Designers can work in a company's Design and Development Department, or as self-employed professionals who provide services to help companies develop new products and services, also as design and innovation consultants for companies and, finally, as entrepreneurs and developers of their own business.



DESIGN

PROGRAM LENGTH:
DAYTIME CLASSES: 4 YEARS
EVENING CLASSES: 4 YEARS

LOCATION:
SÃO CAETANO DO SUL CAMPUS



THE DESIGN PROGRAM AT IMT

The focus of the IMT Design department is to provide future professionals with a combination of solid technological knowledge and creative skills to meet the needs of users and come up with aesthetic and functional solutions in the development and creation of products and services.

The Design curriculum is built on three pillars: Humanities, Technology and Artistic Creation. Coupling Design creation and innovation tools with in-depth practical knowledge of courses like Manufacturing Materials and Processes, the program leads to technology and aesthetics sophistication in the development of products and services.

THE PROGRAM OFFERS:

- The best laboratory infrastructure in Brazil, with state-of-the-art equipment and software;
- Excellent technical education applied to product and service development;
- Integration between theory and practice: students get involved in project development in their first year;
- Design, Engineering and Business Administration knowledge applied to the development of integrated projects;
- Contact with the job market: projects developed in partnership with businesses, solving real-world problems;
- Support for participation in contests and award competitions;
- Opportunity to be in constant contact with professionals already working in the field, through lectures, workshops and events.

DESIGN STUDENTS WILL:

- Learn about and perform several activities related to professional practice, such as customer service; definition of a project briefing; research; study of user and general market needs; study of trends; formal, ergonomic, functional, structural and sustainable studies on project problem-solving; conceptualization, creation and development of products; digital and physical drawings, illustrations and models; production material and process specification; documentation of project stages; project presentation; among others that may arise based on the specific demands of each project;
- Gain practical experience in workshops and labs, acquiring and improving techniques and knowledge related to two- and three-dimensional graphic representations, physical modeling, materials, manufacturing processes and assembly of electrical and mechanical systems;
- Receive solid technical training, developing analytical and critical thinking and the ability to manage projects and people, with a systemic view of the entire design process;
- Develop products and services for a wide range of industries;
- Conduct research in Design and Innovation.



AWARDS AND ACCREDITATIONS

- Highest score (5/5) in the Brazilian Ministry of Education ICG ranking
- 4 stars in Guia do Estudante;
- Projects developed in partnership with renowned companies such as Nissan, Tramontina, Casas Bahia, Goodyear, Symnetics, V Beauty, and more;
- Several Design Awards won by students and alumni: 5th Braskem Odebrecht Design Challenge, IDEA Brazil Award, Casas Bahia Award, Young Apprentice, Young Designers, and more;
- “Best Design” prize won at the Gravity Car Racing by the IMT’s Bee Race team
- The IMT Design and Engineering students multidisciplinary team has won several GM-sponsored PACE (Partners for the Advancement of Collaborative Engineering Education) project awards;
- Several IMT Design graduates working in Brazil and abroad in design departments of car manufacturers, as well as other market segments.

SPECIAL PROJECTS AND ACTIVITIES

In addition to conventional classes, students engage in essentially practical projects and activities in which they must work in groups composed of students enrolled in different programs and program years. There are more than a hundred projects and activities in progress, which take advantage of the excellent infrastructure available at IMT.

ACADEMIC COMPETITIONS

- Aerodesign
- Model Aircraft
- Baja Mauá
- Concreto Mauá
- Gravity Car Race
- Inova Mauá
- Eco Mauá
- Mauá Racing
- Robótica Mauá
- Mauá Júnior - Student-led non-profit strategy consulting firm
- eSports Mauá





PART NER SHIPS

INTERNATIONAL
PARTNERSHIPS

SANDWICH YEAR

Cooperation agreement (with partial or full scholarships available) with several international Higher Education Institutions, where students attend a semester or a year in an institution abroad, earn international experience and may transfer some of their credits back to their program in Brazil.

INTERNATIONAL PARTNERSHIPS AND OPPORTUNITIES



IMT KEY FEATURES



Built on over 130,000 square meters, São Caetano do Sul campus offers some of the best-equipped higher education facilities in the country.



Over 100 laboratories – two labs per conventional classroom –, including the brand-new Fab Lab.



Comfort and safety – the campus has several cafes, snack bars and different social areas, as well as free parking for approximately 1,400 vehicles.



Several exchange programs offered in prestigious international institutions: dual degree agreements, sandwich and study abroad programs. Students can apply for scholarships, and transfer some of their credits back to IMT.



Distinguished academic staff that blends subject-matter experts with extensive industry experience, and professors holding Master's and PhDs from some of the best universities in Brazil and abroad.



A new and innovative educational approach that requires active learning experiences – from outside the classroom – for the purpose of curriculum integration: academic competition, partnerships with the business community, undergraduate research, teaching assistantships, and much more.



An academic environment that includes close cooperation with industry technology development projects involving both the faculty and student bodies.



IMT KEY FEATURES



Activities focused on developing the social and emotional skills students need to succeed in their professional careers.



Special support to help students transition to academic life: assistance available at non-classroom hours, access to vast digital content (video lessons and exercises), tutoring.



Curriculum flexibility, allowing students to choose complementary graduation projects and activities, as well as elective courses.



Minor programs, which provide students with an undergraduate specialization that is both complementary to and distinct from their main major, in areas such as Project Management, Business Management, Design and Innovation, Energy and Sustainability (programs revised on an annual basis).



A teaching philosophy focused on preparing students for innovation and entrepreneurship, developing projects that integrate Management, Design and Engineering.



Partnerships with the business community and mentoring by experienced executives to assist students with their term papers, adding a strong business focus, and connect their research to the marketplace issues and routine.

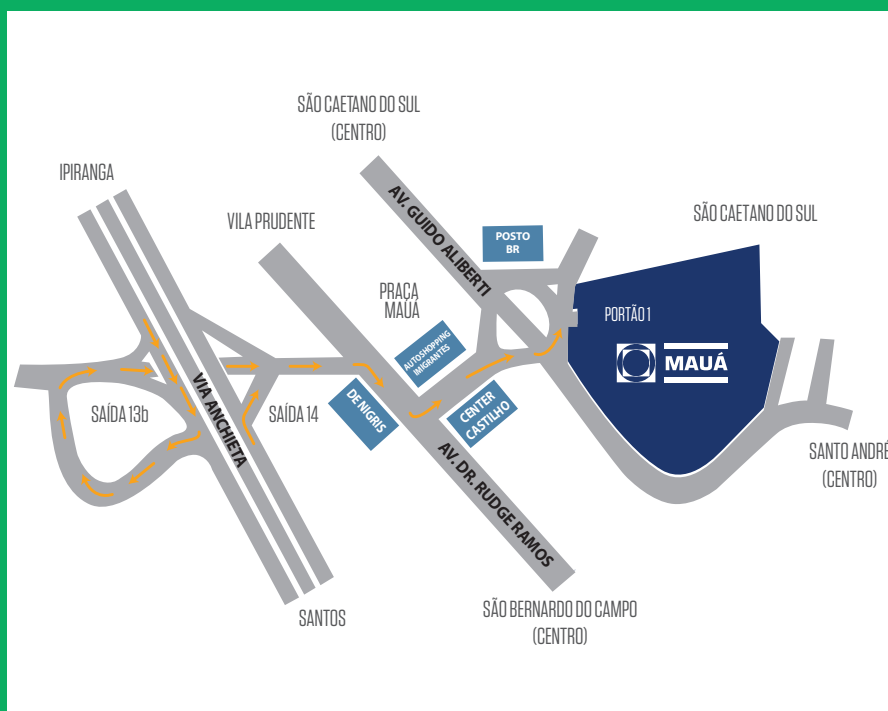


Undergraduate research opportunities offered in several IMT research groups that make significant contributions to scientific and technological advancement.



SÃO CAETANO DO SUL CAMPUS

CAMPUS DIRECTION MAPS



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