

## **INFORMATION ABOUT MASTERCLASS: PRODUCT DESIGN:**

*Are you interested in specialising your skills in the product design field, but not sure of what school to apply to? Masterclass Product Design can help you make your decision.*

### **Masterclass: Product Design Guide to the World's Leading Graduate Schools**

Aimed at current bachelor's degree students, recent graduates and professionals looking for a specialisation, this guide provides an in-depth overview of 30 leading graduate schools from all over the world that offer a master's degree in product design.

The featured schools are selected based on a list of criteria including the quality of the graduation work, the employability and success of former students, the list of lecturers, and their reputation in the design industry. Each school is featured extensively on 10 pages containing useful information, such as programme description, application details and requirements, student demographics, mentor and alumni lists, tuition and scholarship details, and full contact details. The articles give a real insight into life at each of the schools and in the global locations – each school profile opens with an introduction by the dean, followed by examples of recent student work, an interview with a successful alumnus, information about the school's location regarding housing, transportation and the cultural scene from a student's perspective, and more.

A world map indicating the demographic spread of included schools, a summary table and a notebook section with space for research notes, complete this guide to help potential students choose the school that will suit them best.

### **Features**

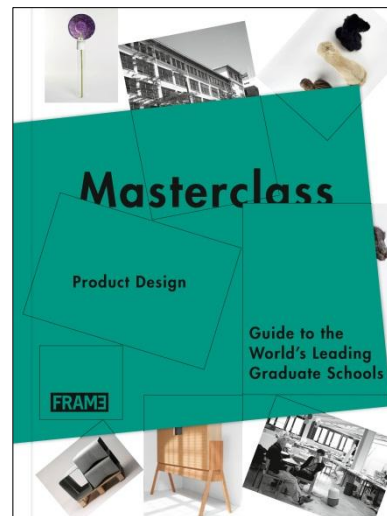
- Focus on the leading graduate design schools worldwide – not just in one region
- The various quotes included give a personal touch to this guide
- Attractive graphic design with a lot of attention for clarity and easy comparability of the different schools
- Small trim size and light weight allows students to easily pick up the book at events, shops and schools
- A practical table helps to compare the schools featured in the book
- A notebook section is included for the reader to write down his own research

### **Details**

- Released 13 November 2012
- English
- 170 x 230 mm / 328 pages / full colour / soft cover
- ISBN 978-90-77174-71-5
- €29.00

### **Website**

[www.frameweb.com/books/masterclass-product-design](http://www.frameweb.com/books/masterclass-product-design)



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## About Frame Publishers

Founded in 1997 by Peter Huiberts and Robert Thiemann, Frame Publishers specializes in high-end publications for a global audience of creative professionals. Its three highly international magazines cover art, architecture, design and interiors, reaching readers in 77 countries. Moreover, the company also publishes specialized books pertaining to the same creative fields. This makes Frame Publishers a one-stop shop when it comes to connecting with art buyers, architects and designers worldwide.

Frame Publishers has slowly but surely gone through a transformation. 'Nice to know' books have made way for 'need to know' publications. It's proven to be a good choice: books such as *Colour Hunting*, *Materiology* and *Engaging Spaces* have done well, which is a good reason for us to continue on this track.

### Where to buy:

People could easily order the book online through our online shop:  
[www.frameweb.com/books/masterclass-product-design](http://www.frameweb.com/books/masterclass-product-design).

Frame Publishers books are available in the more specialized bookstores worldwide. For more details about the shops nearby you can have a look at the map on our website:  
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### Photo captions

- p.2-3: This guide features 30 of the world's leading graduate design schools extensively.
- p.30-31: Photos and descriptions of student work are provided.
- p.32-33: Quotes of current students answer many of the questions future students might have.
- p.46-47: An introduction by the dean of each master's programme gives a good insight into what each course focuses on.
- p.50-51: Photos and descriptions of student work are provided.
- p.64-65: Each school profile contains information about the school's location regarding housing, transportation and the cultural scene from a student's perspective.
- p.70-71: The featured student work shows a varied selection of projects.
- p.76-77: The featured graduate schools are selected from around the globe.
- p.92-93: An interview with a notable alumnus provides additional, more personal information.
- p.98-99: The articles are fact-filled and follow a similar format for easy comparison.
- p.224-225: Frame gained insight from numerous interviews with current and previous students.
- p.306-307: A summary table gives a good overview of some important specifications.
- p.308-309: A world map indicates the demographic spread of the included schools.

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### Confidential information

If you like to announce the book to your (bachelor) students, professors or alumni we could provide you with a discount code. This code can be used when ordering the book through our website and gives your contacts 20% discount. If you are interested in this, please let me know so I can arrange this code and send it to you.

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