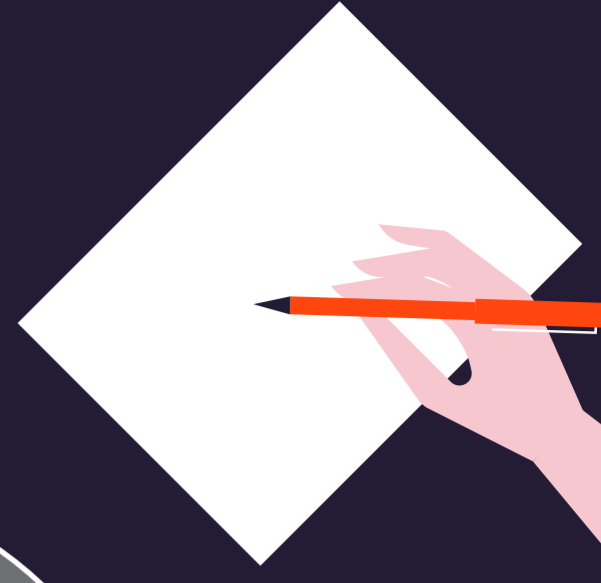


INDUSTRIAL DESIGN AND MANUFACTURING



The National Endowment for the Arts supports a wide range of design fields and industries, including industrial design, through grants, research reports, and more. Industrial design involves developing innovative solutions to company- and product-related challenges. It is integral to increasing company value and growing market share in small- to medium-sized manufacturers.



WHY USE INDUSTRIAL DESIGN?



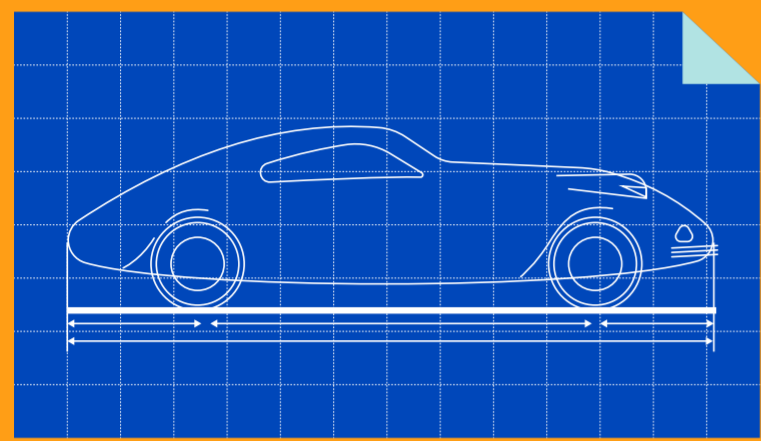
Intensifying global competition among firms



Product success heavily influenced by social media



Integral to user experience and satisfaction



"Awareness of the value of good design is at an all-time high. Good design is recognized as a major differentiator in ensuring product success in a crowded global market. Evidence abounds that more people in business or society understand that."

– Paul Hatch, DesignHouse and Deana McDonagh, University of Illinois

BENEFITS OF INDUSTRIAL DESIGN TO MANUFACTURERS

Lowered cost through improved manufacturing and minimized product-to-market time

UP TO 95% of production costs occur at the design stage



INCREASED REVENUE AMONG SMALL MANUFACTURERS

17.5%

average sales on improved goods and services

INCREASED CORPORATE VALUE

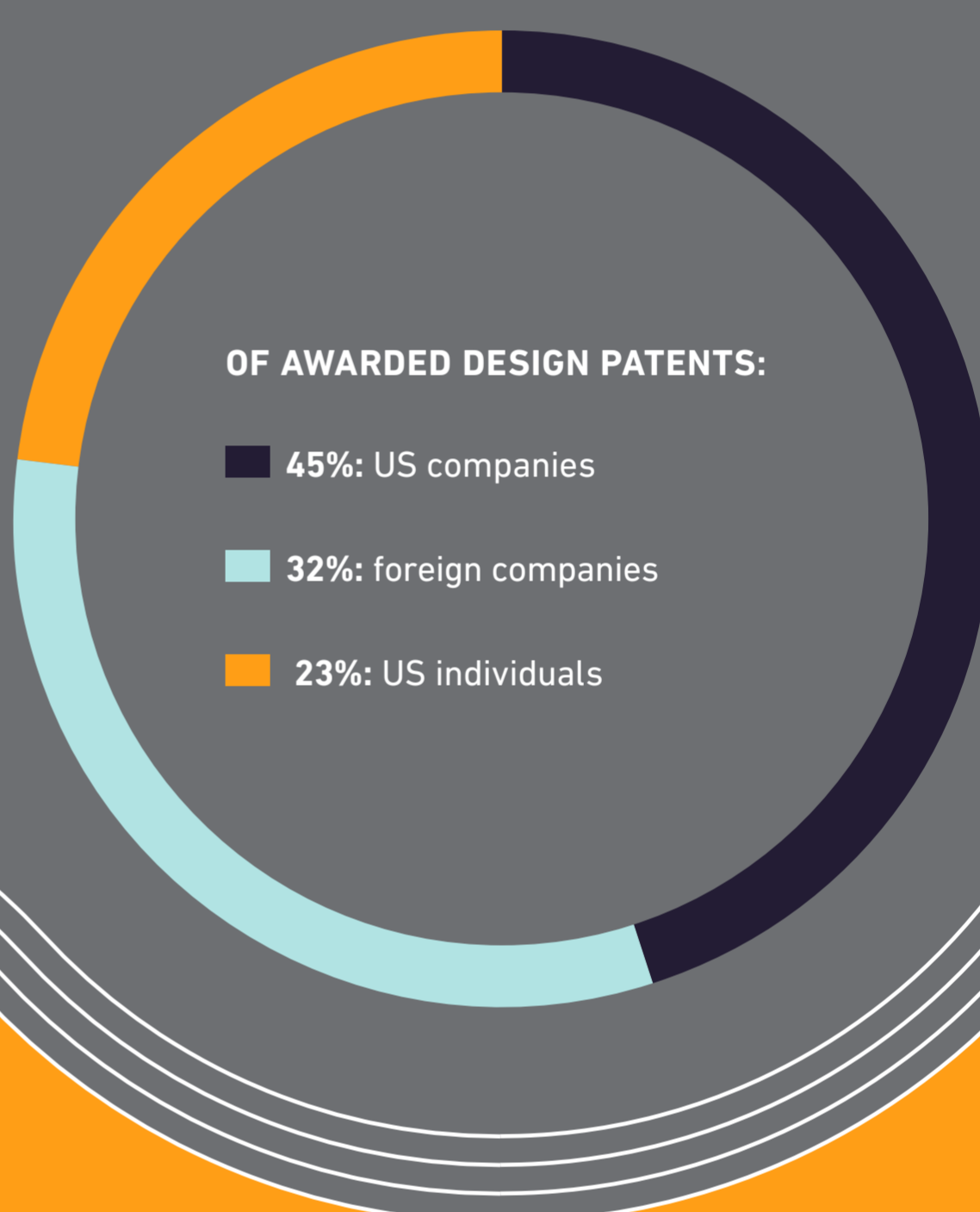
Some design-led companies outperformed the S&P by **219%** between 2004 and 2014



INCREASED INTEREST IN INNOVATION

165,108

design patents awarded by the US Patent and Trademark Office between 1998 and 2012



NOTABLE INDUSTRIAL DESIGN PARTNERSHIPS



HEALTHCARE:

D-Rev and worldwide manufacturers

PRODUCT: ReMotion Knee, a prosthetic knee joint



ECONOMIC DEVELOPMENT:

Rhode Island Department of Economic Development, US Department of Defense, and Rhode Island School of Design

PRODUCT: Defense supply-chain enhancements



ENTERTAINMENT:

Frog Design and TouchTunes

PRODUCT: Virtuo, an interactive jukebox



TRANSPORTATION:

TechHelp and BOB Trailers

PRODUCT: Bike trailers (now owned by Britax)



EXAMPLE RESOURCES FOR SMALL- TO MEDIUM-SIZED MANUFACTURERS



ACADEMIC DESIGN INTERNSHIP PROGRAMS

Cleveland Institute of Art; University of Cincinnati College of Design, Architecture, Art, and Planning; Rochester Institute of Technology College of Imaging Arts and Sciences; University of Texas at Austin Center for Integrated Design; Arizona State University Herberger Institute for Design and the Arts

UNIVERSITY PRODUCT-DEVELOPMENT LABS

Labs at Boise State University and Oklahoma State University

NETWORKING/EDUCATION EVENTS

DesignHouse Jams