INDUSTRIAL.
REVOLUTIONARY.
REIMAGINING PRODUCT DESIGN FOR THE 21ST CENTURY

USC Iovine and Young Academy

USC IOVINE AND YOUNG ACADEMY
MASTER OF SCIENCE IN PRODUCT INNOVATION
GREAT PRODUCT DESIGN IS IN OUR DNA

Launched in 2013 with a gift from the founders of Beats by Dre, Jimmy Iovine and Andre “Dr. Dre” Young, the Academy is well equipped to take on the transformation of the industrial design degree. Utilizing the Academy’s signature cohort model, the program allows students from diverse backgrounds and areas of practice—including design, engineering, computer science, architecture, and visual and interactive media—to combine their knowledge and experience, and ideate bold solutions to society’s needs. Ideas developed by Academy students will define the next century of consumer-and user-based industries, and revolutionize the practice of product design.

TEAR UP THE ENVELOPE AND BURN THE BOX

Unique to the Academy’s degree is the integration of four core disciplines, deemed “new literacies” for the 21st century. Interweaving design, technology, business and communication, Academy coursework prepares students to adapt quickly to changing work environments and client, consumer or user needs. As is standard with all Academy programs, students have unprecedented ability to tailor their degree path to specific career needs and outcomes, and to set their own course for defining the future.

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HOW TO APPLY

The Master of Science in Product Innovation is a two-year, full-time graduate degree program, and admission to the Academy is highly selective. Applicants should hold an undergraduate degree in a design-related field, including but not necessarily limited to: graphic, industrial, product (including fashion), UI/UX or interaction design (including games); select areas of engineering; and architecture. Applicants who possess equivalent professional experience or who hold degrees in other fields, including entrepreneurship or business, are welcome to apply and will be considered on a case-by-case basis.

In addition to the traditional two-year course of study for applicants holding a qualified bachelor’s degree, the MS in Product Innovation offers a progressive option for select USC undergraduates who wish to begin work on the master’s degree while simultaneously completing their USC bachelor’s degree.

Detailed application instructions can be found at iovine-young.usc.edu/program/ms-product-innovation

ARE YOU ONE OF US?

APPLICATION DEADLINE: JUNE 1

The USC Iovine and Young Academy’s Master of Science in Product Innovation offers a new learning experience for advanced students wishing to pursue product design for the 21st century. Reimagining the traditional concept of a product to encompass not just physical objects but also virtual, multi-dimensional and cross-platform devices, environments and experiences, this groundbreaking program provides students with an expertise in the development and launch of products that address the needs of a technology-enhanced global society. In addition to developing proficiency in collaborative design methodologies, students also learn to work within existing product ecosystems to turn ideas from concept through prototyping, funding, manufacturing, marketing and distribution, and to envision new models for product-driven businesses.

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