If you are interested in learning how to design automobiles or other modes of transportation, Lawrence Technological University is the place to pursue your goal. The Bachelor of Science in Transportation Design program offers motivated, talented, and skilled students the opportunity to excel in one of today’s most challenging and competitive fields.

Located in the heart of the American automobile industry, Lawrence Tech was founded in 1932 on the site where Henry Ford made automotive history by perfecting the moving assembly line.

Looking to the future, and with industry support, Lawrence Tech has created a unique transportation design program that allows you to blend your creative design talent with a comprehensive understanding of automotive technology concepts. This union of design and technology offers you the kind of experience that automotive design graduates from other programs can take years to acquire on the job. It can give you the edge in competing for top-level design positions.

Built around the University’s signature “theory and practice” approach to learning, the Bachelor of Science in Transportation Design program combines in-depth conceptual investigation with extensive exposure to practicing designers and engineers. You will participate in real-world automotive-based projects and will regularly present your designs to industry professionals. You will also gain practical experience through an internship and practicum before graduation.

“In an age when we are constantly working to reduce the amount of time in the product development process, there’s no better preparation for design students than to experience both creative and technical training in their curriculum.”

Peter Horbury, executive director of design for the Americas, Ford Motor Company

CURRICULUM
Your 126-credit-hour program consists of:

<table>
<thead>
<tr>
<th>Component</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Transportation Design Core</td>
<td>85</td>
</tr>
<tr>
<td>Humanities (with emphasis on leadership)</td>
<td>22</td>
</tr>
<tr>
<td>Math and Science</td>
<td>16</td>
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<tr>
<td>Electives</td>
<td>3</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>126</strong></td>
</tr>
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</table>
BACHELOR OF SCIENCE IN TRANSPORTATION DESIGN

Why Transportation Design at Lawrence Tech?
• Faculty practicing in the field, networking students with industry.
• Laptops configured with transportation design software issued to all undergraduate students.
• Machine shop, wood, metal, and other fabrication labs.
• Clay modeling studio.
• Dedicated design studios for all transportation design majors.
• Recent awards include first place in the design competition at Formula Zero, an international racing series for zero-emission, hydrogen-fuel-cell-powered race karts, as well as second and third place in the 2008 SABIC Innovative Plastics Car Design Contest.

Course Topics
- Automotive Exterior Design
- Automotive Interior Design
- Brand DNA Development
- Color and Texture
- Computer-Assisted Design
- Ergonomics
- Manufacturing Processes
- Marketing Trends/Customer Identification
- Philosophy of Branding
- Rapid Prototyping
- Surface Modeling
- Sustainable Technology

Getting Started
For more information, visit [ltu.edu/architecture_and_design](http://ltu.edu/architecture_and_design) or contact Lawrence Tech’s Office of Admissions at 800.CALL.LTU or admissions@ltu.edu. For specific questions about the Bachelor of Science in Transportation Design, call 248.204.2836.

Graduates with a degree in Transportation Design have many career options:
- Automotive
- Aircraft
- Mass-transit
- Marine
- Motorcycles
- Power sports
- Vehicle Interiors

GET MORE. DO MORE.
Lawrence Technological University produces leaders with an entrepreneurial spirit and a global view. That’s why most Lawrence Tech students are employed within a month of graduating. Your benefits:
• Leadership Program that helps you develop the marketable skills that employers seek
• Leadership Portfolio that enhances your diploma – and your resume
• 12:1 student-faculty ratio
• Faculty with current industry experience
• Fully loaded high-powered laptop or tablet computer provided
• Schedules that work for you, with convenient day, evening, weekend, or online classes
• Hi-tech, wireless 102-acre campus that’s commuter friendly, with recreation, housing, and meal service options
• Financial-aid, co-op, and internship opportunities
• Proactive career placement services

Explore over 80 undergraduate, master’s, and doctoral programs in Colleges of Architecture and Design, Arts and Sciences, Engineering, and Management.