



JACOB JENSEN DESIGN | KMUTT BANGKOK
จากอบจนเซนดีไซน์ | มหาวิทยาลัยเทคโนโลยีพระจอมเกล้าธนบุรี, กรุงเทพฯ

APPRENTICESHIP PROGRAMME 2016 – 2017

JACOB JENSEN DESIGN

Established in 1958, Jacob Jensen Design is Scandinavia's oldest and most award-winning design consultancy. With more than fifty years of insight into design, innovation, communication, sustainability and technology, Jacob Jensen Design provides a wide range of services for clients all over the world, helping them become leaders in their industry. Jacob Jensen Design operates out of Denmark, Bangkok and Shanghai.

CREATIVE SERVICES

- Product design
- Graphic design, branding and communication
- Public space, architecture and interior design
- App development and graphic user interfaces
- Educational programmes
- Lectures and workshops

An apprenticeship at Jacob Jensen Design is a unique opportunity to gain working experience in an international learning environment. Jacob Jensen Design | KMUTT Bangkok is a fully operational design consultancy where our apprentices acquire design skills as well as learn about Scandinavian design methodology.



APPRENTICESHIP

Through practice supervised by Professor Timothy Jacob Jensen and senior designers, apprentice designers will learn the Jacob Jensen Design method, values and thoughts, which have evolved and been refined over decades of practice.

The Jacob Jensen Design process is unique: We use physical models to visualize designs and produce tangible prototypes. Countless models are built until perfection is reached.

Working on real projects is our teaching philosophy. Upon completion of the programme, successful apprentices will graduate as designers who can competently reflect the design language of Jacob Jensen Design – A unique foundation on which to build their own careers.

APPRENTICE LEARNING GOALS

1. To develop an understanding of Scandinavian values and traditions which are the foundation of Jacob Jensen Design's works.
2. To establish a dedication to an iterative design process. It takes many tries and a lot of hard work to reach perfection.
3. To grow an appreciation for pure and aesthetic design.
4. To learn how to make products that last, not only because of their quality and reliability but also because of their enduring desirability.
5. To gain exposure to Scandinavian work ethics.
6. To learn time management skills in a professional working design studio environment.
7. To learn communication skills and professional presentation techniques.
8. To practice the international design language that is at the heart of the Jacob Jensen Design DNA.

PROGRAMME RÉSUMÉ

The apprenticeship programme is hosted at the Jacob Jensen Design studio, located in the Knowledge Exchange Building, Bangkok.

1. The ability to clearly communicate an idea is a pillar of our design process. The first two months will focus on developing design visualization skills.
2. A diverse perspective is a crucial part of global thinking. Once every trimester, visiting senior designers from Jacob Jensen Design will give a lecture or lesson on various topics. In addition, internationally renowned guests from other fields will give talks at least once a year.
3. The Studio Managing Director, Academic Director and leading senior designers will provide constant guidance in all aspects of the design process. Professor Timothy Jacob Jensen will teach apprentices on a regular basis.

4. Throughout the programme, apprentices gain the skills and knowledge of professional design practice through hands-on methodology. Apprentices work on real client projects with real deadlines.
5. The physical working environment is modelled after our headquarters. Day-to-day rituals and traditions will reinforce the Jacob Jensen Design values.
6. When the opportunity presents itself, apprentices will be taken to relevant events outside the studio, e.g. museum exhibitions, product launches, design festivals etc.

DURATION

Apprenticeship is offered as a full-time, 1-year programme split into trimesters.

ADMISSION AND APPLICATIONS

PRE-SELECTION CRITERIA

Applicants must hold a bachelor's degree in design, architecture, engineering or another related field. The selection will be based on the applicant's résumé and portfolio as well as an interview and a homework assignment.

Applicants must submit a résumé and an online or digital portfolio that displays the following:

1. Proven experience and knowledge of:
 - SolidWorks (PC)
 - Keyshot or Photoview
 - Adobe Creative Suite (Illustrator, InDesign, Photoshop) - Microsoft Office (Word, Excel, PowerPoint)
2. Proven experience in model building
3. Proven experience in assessing and carrying out a design process.
4. Ability to visualize ideas through sketching
5. Ability to communicate in English

SELECTION PROCEDURE

To apply for the programme, a candidate must submit an application to the King Mongkut University of Technology Thonburi, School of Architecture and Design (KMUTT).

The application should include:

1. A cover letter outlining particular design interest
2. A digital or online portfolio
3. A résumé summarizing professional, educational, and extracurricular experience
4. Previous college transcripts

KMUTT will pre-select applicants, and a selection committee consisting of Professor Timothy Jacob Jensen, the Studio Managing Director and the Academic Director will evaluate each pre-selected applicant and choose candidates for interview.

If selected for an interview, applicants will receive instructions for a homework assignment. During the interview, the applicants should present their portfolio and the results of their homework assignment. The format of this presentation is not limited, and may include 3D models or printed materials.

APPLICATION INQUIRES

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PROGRAMME INQUIRIES

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