

## **THE CONCEPT OF ECODESING IN UNIVERSITY CURRICULA FOR THE FIELD OF INDUSTRIAL DESIGN**

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**Abstract:** The importance of the ecological criteria in the selection of products and services on the market, according to a diverse and very dynamic offer, imposes to the organizations which are preoccupied with the improvement of the environment results, the creation of some industrial products in a system organized on principles of ecological planning. This fact determined the appearance of some specialists in the field of ecodesign on the labour market. Among these, the presence of two types of designers is imposed in the field of industrial design. The first type is the one which works within the imposed standards of the field and the other type which can relate to the multidisciplinary team intended to the creation and realizations of ecological product.

**Key words:** ecodesign, industrial design, university studies, educational strategies