

Product Design

Department Goals

The Product Design Department (PD) is a career-focused program that prepares students for careers in the field of product design. This comprehensive program provides students with a wider career path and ability to design products across a variety of consumer product related industries. The emphasis of the program is on *creativity, communication* of ideas in 2D graphics and 3D construction and the *integration* of research, art and design methodology, materials, processes, technology, strategic thinking and entrepreneurial skills to create innovative solutions that address cultural, social, and marketplace needs. Students develop design skills in two broad product categories of “soft-line” and “hard-line” products that comprise the broad spectrum of consumer product industries. Sequential courses enable students to develop their own unique personal vision and creative practices and design methodology that utilizes a wide variety of skill-sets, business practices, strategic thinking and entrepreneurial skills. ed.

"The Departmental Goals of the Product Design is to foster each student's creative vision, design leadership abilities and design skills that will enable them to adapt to a wide variety of consumer related industries and an ever-changing job market. The Departmental Goals are as follows:

- Understanding of the Product Design and Development Process and using it as a means for project management.
- Proficiency in research and analysis methodologies as it pertains to the product design process, meaning and design intent.
- Ability to apply creative process techniques in problem solving and critical thinking.
- Ability to demonstrate drawing and drafting principals to convey concepts.
- Computer proficiency in graphic and computer aided design programs.
- Proficiency in basic fabrication methods to build proto-type models.
- Basic understanding of engineering, mechanical and technical principals.
- Basic understanding of materials including sustainable materials and manufacturing processes.
- Proficiency in effective verbal and written communication.
- Proficiency in strategic thinking, business and entrepreneurial practices, professionalism and ethics.

Product Design

Sophomore Year		Fall	Spring	Degree Requirements
PRDS200/201	Design Studio I/II	3.0	3.0	<i>Descriptions for courses listed in grey boxes are located in the Liberal Arts and Sciences section.</i>
PRDS220/221	Integrated Design I/II	2.0	2.0	
PRDS240/241	Forms & Structures I/II	2.0	2.0	
PRDS250/251	Visual Communication I/II	2.0	2.0	
PRDS270/271	Digital Design I/II	2.0	2.0	
*ENGL202	Sophomore English	3.0	—	
AHCS220	Contemporary Perspectives in Art and Design	3.0	—	
AHCS225	Product Design History	—	3.0	
*ILML 200	Integrated Learning Lecture	—	3.0	
Total Credits per Semester		17.0	17.0	

Junior Year		Fall	Spring
PRDS300/301	Design Studio III/IV	4.0	4.0
PRDS320/321	Integrated Design III/IV	2.0	2.0
PRDS370/371	Digital Design III/IV	2.0	2.0
PRDS385/386	Methods & Materials I/II	2.0	2.0
*ILMS300	Integrated Learning Studio	—	2.0
AHCS310	Art History Elective	—	3.0
	*Advanced Topics in English or Liberal Studies Elective	3.0	—
NSCI319	Anatomy & Ergonomics	—	3.0
MATH136	Math for Artists & Designers	3.0	—
Total Credits per Semester		16.0	18.0

Senior Year		Fall	Spring
PRDS400/401	Design Studio V/VI	4.0	5.0
PRDS420/421	Integrated Design Studio V/VI	2.0	2.0
PRDS430/431	Professional Practice I/II	2.0	2.0
PRDS470/471	Digital Design V/VI	2.0	2.0
	Studio Elective	2.0	—
*SSCI 210	Social Science Elective	—	3.0
*LIBS 440	Liberal Studies Capstone Elective	3.0	—
LIBS235	Economics and Product Market	—	2.0
Total Credits per Semester		15.0	16.0

*These courses may be taken during the Fall or Spring Semester

Course Descriptions

Design Studio I/II

PRDS200/201 3 credits/3 credits
 These courses focus on developing the student's mastery of the elements of visual literacy and organizational principals as they apply to the product design and development process. The focus is on designing with intent through the meaningful manipulation of line, plane, volume, value, texture and color in 2D and 3D through a sequence of increasing complex projects and skill-building workshops. The second semester projects focus on the synthesis of culture, technology and design as a means of addressing social, economic and marketplace needs.

Integrated Design Studio I/II

PRDS220/221 2 credits/2 credits
 These courses engage the student in developing their individual creative process through the exploration and manipulation of materials and methods to express a visual response to a theme or content. Through a series of demonstrations and hands-on projects, students are exposed to a variety of materials and methods as means to stimulate curiosity, exploration, invention and solution finding and developing a personal vision. Emphasis is placed on color theory, surface texture and form.

Forms And Structures I/II

PRDS240/241 2 credits/2 credits
 The focus of this course of study is on the principles and elements of three-dimensional design as they relate to form and structure in product design. Sequential projects of varying complexity develop the student's aesthetic eye and solution finding skills through invention, construction and the application of the organizational principals that bring unity and visual solutions to objects and the space in which they reside. In class projects complement the main Design Studio I/II projects.

Co-requisite for PRDS 200/201 Design Studio

Visual Communication I/II

PRDS250/251 2 credits/2 credits
 This is a project-based studio focused on developing hand-drawing skills as a core skill and primary means by which to engage in the process of ideation and communication. Students develop skills in both rapid visualization and more methodical drawing techniques. In-class exercises in sketching and rendering emphasize shape, perspective, dimensionality, and surface characteristics. Students explore the integration of varied media and techniques to foster their own personal vision and style. Course projects complement the main Design Studio I/II projects.

Co-requisite for PRDS 200/201 Design Studio

Digital Design I/II

PRDS270/271 2 credits/2 credits
 These courses integrate 2D graphic design and 3D computer-aided-design (CAD) as a means to communicate ideas and as a process for design and digital modeling. The emphasis in Digital Design I is on 2-dimensional graphic design as a primary design tool to complement hand drawing skills and in the development and presentation of design concepts. Students learn to integrate typography, image manipulation, aesthetics, storytelling, and audience with intent to persuade. In Digital Design II, students are introduced to computer-aided-design (CAD) as a primary means to translate visual ideas into various types of technical drawings and three-dimensional renderings. Techniques include wire-frame models, orthogonal projection, pictorials auxiliary views, tolerances and applying textural surfaces. Students learn to prepare files for the rapid prototype technology, tabletop laser cutting and the CNC equipment to produce parts, sculptural and design effects automatically. In class projects complement the main Design Studio I/II projects.

Co-requisites: PRD200/201 Design Studio I/II.

Course Descriptions

Methods And Materials I/II

PRDS385/386 2 credits/2 credits
 These courses are divided into two sections each related to the corresponding Design Studio areas of hard-goods design and soft-goods design. In the hard-goods course emphasis is placed on a basic understanding of mechanisms and the relationship between internal components, structure and form, and the means by which multiple parts (including digital technology) are integrated in the final product. Consideration is given to the relationship between design solutions and issues related to manufacturing feasibility, product cost, product performance, utility, sustainability and marketability. In the soft-goods course the focus on introducing the basics of sewing, pattern drafting, draping and other topics related to fashion trends, color, materials, processes and practices related to non-durable goods. Through lectures, field trips, and workshops, students comprehensively explore the characteristics, properties, and appropriate uses of materials for the mass production in both of these two broad areas of products. Students are required to take one semester of each studio.

Co-requisites: PRDS300/301 Design Studio III/IV

Design Studio V/VI

PRDS400/401 4 credits/5 credits
 The emphasis in the first semester is on the development of advanced product design skills, through the application of a design methodology, the integration of strategic design and the user experience. Studio courses and projects are structured into two areas of focus; soft goods design and hard goods design. Students can elect to have a focus in one of these areas or can choose to take both both areas. Students engage in projects of varying complexity to explore the issues of user interface, technology, user experience and interaction design. In the second semester students have the opportunity to choose a product area and develop a thesis project that addresses a cultural, social, economic, marketplace or user need and demonstrates the culmination of their undergraduate training as a product designer.

Design Studio III/IV

PRDS300/301 4 credits/4 credits
 This course is divided into two separate studios – a hard-goods studio that focuses on durable products and a soft-goods studio that focuses on non-durable products. In the hard-goods studio students learn design and construction skills related to products that utilize hard or rigid materials. These products include; furniture design, home and office decor, consumer electronics, personal care products, and more. In the soft-goods studio students learn design and the fabrication skills related to products that utilize fabrics or flexible materials. These products include; shoe design, fashion accessories, home decor and other products. Both studios focus on ideation, creativity, and problem solving in the design process. Students explore design ideas, create concept drawings, and develop working prototype models. Emphasis is placed on the integration of culture, design, aesthetics, functionality, and technology. Consideration is given to emerging consumer trends, products, and product applications. Students are required to take one semester of each studio.

Co-requisites: PRD385/PRDS 386 Methods and Materials I/II

Integrated Design Studio III/IV

PRDS320/321 2 credits/2 credits
 This is an advanced course on the process of creativity that enhances the development of creative impulses, personal vision, problem solving and innovative thinking. Through a series of projects, students learn to think laterally and express their ideas through the integration of research, resource, art and design, color, texture, materials and methods and various technologies.

Digital Design III/IV

PRDS370/371 2 credits/2 credits
 This is an advanced computer lab intended to build upon principles introduced in Digital Design II. They explore advanced 3D software applications to address industry standards in the industrial design process and presentation. Content focuses on the advanced design and use of computer program output information as a means to utilize computer-aided rapid prototyping technology and fabrication methods.

Co-requisites: PRD300/301 Design Studio III/IV.

Course Descriptions

Integrated Design Studio V/VI

PRDS420/421 2 credits/2 credits
 These two-semester courses explore emerging technologies and interaction design based upon user experience research. Students engage in research and apply functional analysis techniques, task and user modeling methodologies that lead to strategic thinking in their designs. Emphasis is placed on developing a proficiency in communicating complex information in simple terms for client presentation and product development. In class projects complement the main Design Studio and thesis projects.

Co-requisites: PRDS 400/401 Design Studio V/VI.

Professional Practice I/II

PRDS430/431 2 credits/2 credits
 These courses prepare students for the transition to the professional world. The first semester is a trans-disciplinary course between the Otis and Loyola Marymount University (LMU) campuses. Otis students and Loyola Marymount Entrepreneurial students share classes in entrepreneurial studies and strategic design and form collaborative teams to develop a product idea, service or business, with a marketing and business plan. The emphasis is on strategic thinking and entrepreneurial practices. In the second semester Otis students engage in a focused business course related to professional practices for designers and life-long learning skills. Discussion and class assignments address self-promotion, intellectual property rights, bidding and estimates, contractual agreements, taxes and billable expenses, client communications, business management, entrepreneurial and interpersonal skills, ethics, and professional codes.

Digital Design V/VI

PRDS470/471 2 credits/2 credits
 Emphasis is placed on a full range of strategies and skills required to organize accumulated work into a market-ready professional portfolio and presentation. Students learn a variety of computer software skills that includes; advanced Illustrator and Photoshop, Flash, DreamWeaver, motion graphics, and typography. Emphasis is on developing a proficiency in tactical presentation strategies that deliver impact with visual and rhetorical force that will persuade the audience. In class projects complement the main Design Studio, thesis and Senior Show projects.

Department Faculty

Steve McAdam

Chair
 MFA (Film and Design) Cal Arts. Award-winning product designer and filmmaker with over 25 years of design experience in the fields of product design, packaging, graphic design, animation and film. Former Director of Product Design for the Activities Design Group at Mattel Toys. Vice President of Creative Services for the Leo Paper Group International. Clients: Hallmark, Disney, Nickelodeon, Wham-O, Penguin-Putnam, Simon & Schuster, Zondervan, and McDonalds. Former documentary filmmaker. Assistant animator for television and motion pictures. Professional work includes Hanna Barbera, Jay Ward, Mirakami-Wolf and Pantomime Pictures cartoons, and the feature film "Yellow Submarine," and feature documentaries "Woodstock" and "Gimme Shelter." Twice awarded the Cine Golden Eagle Award for best educational documentary (1974, 1976), winner of the *Esquire* Magazine Film Festival for dramatic short (1969), winner of the Toy of the Year Award from Mattel. Member of Industrial Design Society of America.

Michael Kollins

Assistant Chair, Associate Professor
 BFA (Industrial Design/Transportation Design) Coll. of Creative Studies, Michigan. Former Senior Director of Product Development at Toy Quest designing video books, musical instruments, and vehicles. Senior Designer at Ford Motor Company in advanced concepts and special exterior and interior features. Product Designer at Playmate Toys designing for multiple lines: Ninja Turtles, Speedez, and games. Mgr. Prod. Design at Mattel for Hot Wheels Adult Collector segment. Vice Chair West Chapter and member of Industrial Design Society of America.

Tanya Aguiñiga

MFA (Furniture Design) RISD, BA (Furniture Design) San Diego St Univ. Member of the Bi-national artist collaborative BAW/TAF and artist/designer. Exhibited in Milan, Mexico. Publications include (ital) Wallpaper and "Pure Design: Objects of Desire" (Spain). US Artist Fellowship, USA Target Fellow.

Michael Andrews

Lecturer
 BA (Industrial Design) Pratt Institute. Specialist in design and integration of technology and interactive software. Awarded four patents. Staff designer for 23 years at Mattel. Exhibition designer for Glen Fleck Assocs, pioneering pioneering the first interactive museum exhibits in Los Angeles.

Larissa Bank

Senior Lecturer
 MFA Cal Arts; MFA Univ. of Md. College Park. Produces painting, sculpture, drawing, video, electronics, and computer based projects.

Steve Boyer

Senior Lecturer
 MArch (SCI-Arc), BA (Music) Northwestern Univ. and Art Inst. of Chicago. Pioneering designer of interactive art and technologies (awarded two patents), video game producer, engineer, artist. Educator in UC system in electronic art and design. Director of R&D for Vivendi Games Sierra Entertainment, Founder and Principal Designer for SkyBoy Productions Inc., formerly Director of Software Development for Exit Entertainment.

Igor Burt

B.S. (Product Design) Art Center. Founder of Protein Industrial Design in La Jolla California specializing in footwear, sports equipment and apparel, consumer electronics, and toys. Clients include Adidas, Salmon Sports, Clive, Eagle Creek, Redley, Flexfit, Adio, Targus, Patagonia, Nokia, Mattel, Hughes Aerospace, MGA Entertainment, and Seismic Skateboards. Award *Outside Magazine's Gear-of-the-Year Award*. Exhibited at SFMoMA "Design Afoot."

Jason Burton

Assistant Professor
 BFA Otis (Environmental Design), Studied Architecture at SCI-Arc. Freelance sustainable environmental designer. Professional activities include job-site administrator for R&D Architects, Venice, CA, Assistant Manager and instructor, SCI-Arc woodshop. Publications: *Architectural Digest* and *ID Magazine*.

Department Faculty

Rogan Ferguson

Adjunct Assistant Professor

MS (Architecture) Yale Univ. Former designer for Frank Gehry on design and architectural projects. Principal of Rogan Ferguson Studio, a design consultancy and instructional workshop that develops complicated curving and sculptural forms utilizing cutting-edge software.

Jonathan Fidler

Senior Lecturer

BA (Graphic Design/Typography) Univ. Plymouth, Exeter, U.K. Higher National Diploma (HND) (Design/Photographic Mgt.) Fylde College Blackpool U.K. Founder and principal of Solubile, a full-service communication/graphic design agency. Formerly Creative Director for Cluworks Multimedia, Director of Sales for AVID Telecom, and served in various creative and design capacities for Colliers Seeley, Digital Boss, Illuminate Magazine and UPSU Exeter. Member of the Board of Directors for the Foundation of Art Resources.

Kristen Foster

Senior Lecturer

MFA Otis. BA Cal St. Univ. Northridge. Fine Artist/sculptor, and graphic designer. Solo exhibition at Otis Bolsky Gallery. Selected group exhibitions at USC Roski MFA Gallery, Helen Lindhurst Fine Arts Gallery, "Supersonic," L.A. Art Fair.

Maggie Hendrie

Senior Lecturer

Diplome Des Etudes Approfondies (DEA) Multimedia Design & Communication, Paris VIII Univ., France; MSc Communication & Information Science, Nouvelle Sorbonne University, France; MA (ord), Edinburgh University, Scotland; Currently director of User Experience at Sony Pictures Entertainment, with over 18 years innovating and delivering successful retail, consumer and software products for large and small companies in Europe and the U.S. Clients include Harley Davidson, Toyota Financial Services, Sony Corp., Houghton-Mifflin and Hachette.

Linda Hudson

Associate Professor

MFA Art Center; BA CSU Northridge. Artist and designer. Design consulting projects include extensive space planning, lighting, furniture design for commercial and residential interiors, consultation on color and materials for interiors and exterior. Recent projects include a 4,000 sq ft home of reclaimed materials and local stone adjacent to Yosemite, and 52 low-income units for Palm Springs. Solo art exhibitions at Univ. Art Museum Berkeley and Santa Monica Museum of Art. Group exhibitions at Whitney Equitable Center, New York, Nevada Institute of Contemporary Art and Pittsburgh Center for the Arts. Reviews in *Art News*, *New York Times*, *Arts*, and *Výtvarne Umení: The Magazine for Contemporary Art*.

Robert Hunt

Senior Lecturer

BS (Env Design) Art Center. Principal/Partner Studio E Design, Inc. Concept illustrator responsible for collaborating with directors and product designers on numerous motion pictures, music videos, and television commercials. Products: Mercedes, Lexus, Lincoln, Nissan, Acura, Volkswagen, Volvo, Pepsi, Mountain Dew, Budweiser, Coors Light, Taco Bell, General Electric, American Express, L'Oreal, Cover Girl. Member: IATSE, Illustrators and Matte Artists.

Elena Manfredini

Senior Lecturer

MS (Architecture) UCLA and professional degree (DAPT) Engineering Univ., Bologna Italy. Architectural design, sculpting and product design in various industries such as fashion, object design, aeronautics, car design, architectural designs and installations. MAK residency at the Schindler House; Iceberg Award for Industrial Design (Italy 2000); AIA Award (USA, 2000 and 1999). Exhibitions: MAK Center; Japanese American Cultural Center, L.A.; Santa Monica Museum of Art, Armand Hammer Museum, and American Pavilion Architecture Venice Biennale 2000.

Department Faculty

Joan Takayama-Ogawa

Associate Professor

MA (Education) Stanford Univ.; BA (Geography/East Asian Studies) UCLA. Educator and ceramic artist in public collections of Renwick Gallery, Smithsonian Institution; LACMA, Oakland Museum, Long Beach Museum of Art, Celestial Seasonings, Hallmark Racene Art Museum.

Randall Wilson

Professor

M.A. Otis College of Art and Design; B.A., Colorado State University. Awards: LAAIA Educator of the Year. Merit Award, ACSA Honorary Award. National Merit Award U.S. Department of Transportation. Publications: *Wall Street Journal*, *Abitare*, *the New York Times*, *Metropolis*, *Dwell*, *Graphis*, *LA Architect* among others. Interviews: CNN World News. Teaching: Art Center College of Design, SCI-Arc, Thaichung University (Taiwan), Otis College of Art and Design, Pepperdine, Tulane.

Adam O'Hern

BFA (Industrial Design) Columbus College of Art and Design. Former designer for Black & Decker, Hewlett-Packard. Freelance designer/consultant for clients including Coleman, Carbon Design, Teague, Yummy Media, The Buzz Group. Awards: Red Dot Design Team of the Year, CCAD Trustee Scholarship and Foundation Excellence Award Scholarship.

Christopher Paterno

Senior Lecturer

MFA (Furniture Design) RISD, BA (Commercial Art with Photography Concentration) Roanoke Coll. Created Green Materials Library for RISD. Professional practice is focused on eco-conscious product design, and sustainable building methodologies.

Drew Plakos

Senior Lecturer

MBA, Univ. of St. Thomas, MN; BA (Industrial Arts), CSU LA. Owner InSight Out LLC, providing product development services to the toy and premium trades. Extensive experience concepting, developing, designing and manufacturing premiums, toys, children's articles, housewares, and leisure products for Mattel, Lakeside Games, Schaper, Thermos, and Strotzman Int'l.

Karen Regoli

Adjunct Assistant Professor

AFA (Fashion) Otis. Royal College Of Art U.K., Fullerton College. In-depth experience in various areas of fashion design with a specialty in custom designed wedding gowns, costumes and unique fashions and performance wear. Member of the LACMA Costume Council.

Behnam Samareh

Senior Lecturer

PhD, MArch (UCLA), BS, BFA (Univ. Maryland) Virtual Environment Architect, and interaction design. Principal / Designer for Plasis Design, LLC an architectural, event design studio that specializes in the design and creation of real-time virtual environments, user interfaces, publications and web-based materials. Awarded the UCLA Dissertation Fellowship and Alumni Fellowship, Blair Graphics Fellowship, Golden Key National Honor Society.