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. Project-based studios, labs and workshops expose the student to various design challenges and problem solving opportunities that require critical thinking and creative problem solving to produce aesthetic and functional solutions that fulfill a user need. The goal of the program is to foster each student's creative vision, design leadership abilities and develop a multi-faceted set of design skills that will enable them adapt to an ever-changing global economy and marketplace with innovative products and services.

- Furniture Design, Home Decor
- Office Products
- Fashion Accessories, Shoe Design
- Mobility Design
- Life Style Products
- Sports / Recreation Product
- Consumer Electronics
- Medical Products
- Personal Care Products
- Physical Packaging Design
- Juvenile Products
- Entertainment Products

Degree Requirements

Descriptions for courses listed in grey boxes are located in the Liberal Arts and Sciences section.

Sophomore Year		**Fall**	**Spring**
PRDS200/201	Design Studio I/II	3.0	3.0
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 Art Survey	3.0	—
AHCS225	Product Design History	—	3.0
*SSCI210	Social Science	—	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	—
ILML400	Integrated Learning Lecture	—	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.

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.

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.

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.

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
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.

Mark Andersen
Senior Lecturer
B.S. Industrial Design, Art Center College of Design. Principal, Zoom Out Design Inc. and Direct Design. Senior Designer / Project Manager at Houser, Inc. and Bartlett Design. Academic Appointments: Core Faculty – Graduate Industrial Design and served as Assistant Department Chair for Product Design, Art Center College of Design. Honors: IDEA Silver Award - ZACA, Inc. Spacecab Medicine Cabinet, IDEA Bronze Award – Hycor Biomedical AccuPinch Assay System, IDEA Bronze Award – Siemans Pacesetter System.

Michael Andrews
Lecturer
BA (Industrial Design) Pratt Institute. Product Designer specializing in the design and integration of technology and interactive software (awarded 4 patents). Award winning toy designer with an expertise in applied technology, and interactive software and products. Served as a Staff Designer for 23 years at Mattel Toys and as a exhibition designer for Glen Fleck Associates pioneering the first interactive museum exhibits in Los Angeles.

Larissa Bank
Senior Lecturer
MFA Cal Arts; MFA University of Maryland at College Park; currently an artist, college and university art instructor, gallery director; Produces artwork in a variety of mediums inclusive of painting, sculpture, drawing, video, electronics, and computer based projects.

Steve Boyer
Senior Lecturer
March (SCI-Arc), BA (Music) Northwestern Univ. and Art Institute of Chicago. Pioneering designer of interactive art and technologies (awarded two patents), video game Producer, software and electronic design Engineer, interactive light and sound Artist, Educator teaching electronic art and design in the UC system. 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.

Department Faculty

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.*

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) Uni. Plymouth, Exeter, UK, Higher National Diploma (HND) (Design / Photographic Mgmt.) Fylde College Blackpool UK. 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 University of Southern California Helen Lindhurst Fine Arts Gallery and University of Southern California Roski MFA Gallery; Supersonic, LA Art Fair at Los Angeles Civic Center.

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

Wendy Holden
Senior Lecturer
BFA, Parsons School of Design (Industrial Design); additional studies with master shoemaker, Mauricio Osorio. Principal/owner of Wendy Holden Shoes a couture shoe design firm specializing in made-to-order shoes for individual clients.

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 4000 square foot home built of reclaimed materials and local stone located adjacent to Yosemite National Park and a low income housing project of 52 town homes for the City of Palm Springs. Solo art exhibitions include: University Art Museum, UC Berkeley; Santa Monica Museum of Art Group exhibitions include 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 Vytvarne Umenf: The Magazine for Contemporary Art.

Robert Hunt
Senior Lecturer
B.S. Environmental Design, Art Center College of Design. 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 Manferdini
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.

Christopher Paterno
Senior Lecturer
MFA Furniture Design Rhode Island School of Design; BA Commercial Art w/Photo Concentration, Roanoke College; Created RISD's only Green Materials Design Library. 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. Extensiveexperience concepting, developing, designing and manufacturing premiums, toys, children's articles, housewares, and leisure products for Mattel, Lakeside Games, Schaper, Thermos, and Strottman Int'l.

Karen Regoli
Adjunct Assistant Professor
AFA (Fashion) Otis College of Art and Design, Royal College Of Art UK, 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.

Gustavo Rincon
Senior Lecturer
MArch UCLA; MFA Cal Arts. Senior Designer for 5 Design Inc., Design Consultant for Plasis Design LLC. Board of Directors of the Foundation for Art Resources, 2001-2005. Currently affiliated with emitto.net.

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-basted materials. Awarded the UCLA Dissertation Fellowship and Alumni Fellowship, Blair Graphics Fellowship, Golden Key National Honor Society.

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.