

DEGREE PROGRAMS

BFA IN PRODUCT DESIGN

Our Mission

Whether students want to work for a major brand or build something of their own, the Product Design program at Otis helps them gain the skills, tools, and experience needed to begin a meaningful and sustainable career in design.

We live in a world shaped by the products, systems, and experiences that designers create. The Product Design program prepares students to navigate and contribute to this world through a hands-on education that blends traditional art and craft with technology, industry practices, and design knowledge.

With a focus on 2D and 3D skills, craftsmanship, and real-world problem solving, students learn a process that develops from research and discovery through design development to the delivery of meaningful solutions, using both physical and digital tools. The program is intentionally expansive, connecting to many other art and design disciplines. It offers flexible electives so students can tailor their path to match their skills, interests, and career goals.

Students graduate prepared for a wide range of creative and technical careers. Alumni have launched their own businesses, work as independent designers, or hold positions at companies such as Apple, Google, Raytheon, SpaceX, Crate & Barrel, Target, Disney, Coach, Guess, Vans, Herman Miller, IBM, Mattel, Nike, Adidas, PepsiCo, and many more. They work across industries including furniture, consumer electronics, fashion, footwear, packaging, toys, medical devices, digital product design, exhibition design, and more.

Degree Requirements

All programs' curricula are developed in response to Program Learning Outcomes, which signify what students learn within a degree program or emphasis area. All program learning outcomes respond to overarching Institutional Learning Outcomes. View the BFA in Product Design program learning outcomes [here](#) or request information.

Freshman Fall Semester

Course Title	Course Number	Credits
Form and Figure	FNDT 100	3.00
Color and Design	FNDT 101	3.00
Contemp Studio & Creative Actn	CAIL 102	3.00
Visual Culture 1	AHCS 122	3.00
Writing as Discovery	ENGL 108	3.00

Freshman Spring Semester

Course Title	Course Number	Credits
Choose 2 repeatable of the following courses: Exp Studio:Drawing Exp Studio Dimensional Studies Exp Studio Transmedia	FNDT 103 FNDT 104 FNDT 105	3.00 3.00 3.00
Major Studio Elective	FNDT 150	3.00
Visual Culture 2	AHCS 123	3.00
Thought Lab 2	LIBS 115	3.00

Sophomore Fall Semester

Course Title	Course Number	Credits
Design Studio I	PRDS 202	3.00
Design Communication I	PRDS 210	3.00
Methods & Materials I	PRDS 230	3.00
History & Future Product Desg	AHCS 225	3.00
Creative Action LAS Elective	CAIL 200	3.00

Sophomore Spring Semester

Course Title	Course Number	Credits
Design Studio II	PRDS 203	3.00
Design Communication II	PRDS 211	3.00

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Methods & Materials II	PRDS 231	3.00
Sophomore LAS Elective	LIBS 214	3.00
Theories and Trends	AHCS 224	3.00

Junior Fall Semester

Course Title	Course Number	Credits
Design Studio III	PRDS 302	3.00
Design Communication III	PRDS 310	3.00
Product Design Elective	PRDS 299	3.00
Social Science Elective	SSCI 210	3.00
Math Elective	MATH 136	3.00

Junior Spring Semester

Course Title	Course Number	Credits
Design Studio IV	PRDS 303	3.00
Design Communication IV	PRDS 311	3.00
Creative Action Junior Studio	CAIL 301	3.00
Human Factors in Product Des	NSCI 319	3.00
LAS Upper Division Elective	LIBS 314	3.00

Senior Fall Semester

Course Title	Course Number	Credits
Design Studio V	PRDS 402	3.00
Design Communication V	PRDS 410	3.00
Design & Market I	PRDS 440	3.00
Product Design Elective	PRDS 299	3.00
Capstone	LIBS 440	3.00

Senior Spring Semester

Course Title	Course Number	Credits
Design Studio VI	PRDS 403	3.00
Design & Market II	PRDS 441	3.00
Product Design Elective	PRDS 299	3.00
Product Design Elective	PRDS 299	3.00
LAS Upper Division Elective	LIBS 314	3.00

Course Descriptions

FNDDT 100 - Form and Figure (3.00)

This course provides a comprehensive study in drawing from observation. Students begin by learning to draw a simple geometrical form, progressing to rendering objects within a compositional setting and drawing the entire human figure based on an investigation of its anatomical structures. Students will develop an awareness of the playful, rhythmic relationships between various components of a compositional setting and the human form, constructing drawings which reflect their unique vision. Drawing techniques such as perspective and isometric projection facilitate successful form generation. Skills of relational measurement, compositional organization, and the accurate placement of form in space, will inform all drawing activities such as drawing objects, figures, and environments, which will enhance students' perceptual abilities.

FNDDT 101 - Color and Design (3.00)

Students will create innovative and impactful designs by learning and applying essential elements including, line, shape, color, texture, space, balance, contrast, and rhythm. Utilizing digital and analog tools, students will engage in diverse design challenges, enhancing their problem-solving and critical thinking skills, as well as developing their visual literacy and communication abilities. Through this course, students will learn fundamental concepts relevant to today's creative industries, laying a solid foundation for further explorations.

CAIL 102 - Contemp Studio & Creative Actn (3.00)

Students explore the built environment, analyzing its physical, spatial, and temporal elements. This course introduces students to art and design fundamentals, including scale, material, measurement, context, and function. They will explore innovative and sustainable solutions using fabrication, technology, studio labs, and joint activities with other classes. This course includes the Creative Action & Integrated Learning (CAIL) component, which encourages engagement with the city of Los Angeles. Students will participate in site visits, lectures, and relevant readings that highlight cultural, social, political, ecological, or economic aspects of responsive design. Throughout the course, students will also develop professionalism and collaboration skills.

AHCS 122 - Visual Culture 1 (3.00)

"Visual Culture 1: Gateways to Art and Culture" will address the history of visual communication and the changes that visual culture has undergone up until the 18th century across geographical boundaries, while providing students with the tools to understand the visual culture of the present. The class will address formal analysis, the study and history of materials, techniques, and genres. Students will also learn the semiotic language of visual culture and the socio-cultural contexts framing the history of art, past and present. This course will help students understand how visual objects reflect the cultural context in which they were originally produced and consumed, and how the meaning assigned to them changes over time. This will create bridges for the students to connect to the present visual culture while understanding that images are fluid signs which help create and maintain cultural, social, and political discourse.

ENGL 108 - Writing as Discovery (3.00)

How does the world influence you, and how do you influence the world? In this class, you will discover narratives and other texts that reveal the complexity of your identity. You will apply that understanding to a broader exploration of the necessity of empathy in navigating difference in today's global society. You'll be invited to turn your awareness into advocacy by posing a research question about a topic that captures your interest and fuels your curiosity. By the end of the semester, you will have completed a personal narrative, learned how to critically analyze diverse texts, and developed research techniques that will be valuable during your academic career and beyond. You will continue to hone these skills in a specialized Thought Lab II course of your choosing during your second semester.

FNDT 103 - Exp Studio:Drawing (3.00)

These drawing courses are designed to support students in preparation for their chosen majors. Students will experiment with various materials and mediums while exploring a broad spectrum of approaches to drawing as an active form of thinking, seeing, and understanding. See the schedule of classes for course offerings and course descriptions. Students must complete 6 credits from the following course options: FNDT103, FNDT104 and FNDT105. NOTE: Students may take 2 courses with the same course number if the topics are different, for example FNDT103A and FNDT103B.

FNDT 104 - Exp Studio Dimensional Studies (3.00)

Dimensional Studies explores the tangible world, built environment, and object making. Courses are offered in a variety of mediums and investigate a range of topics including spatial analysis and thinking, material experimentation, form design, digital fabrication, hand skills, and building strategies while creating in 3 dimensional and 4-dimensional space. See the schedule of classes for course offerings and course descriptions. Students must complete 6 credits from the following course options: FNDT103, FNDT104 and FNDT105. Students may take 2 courses with the same course number if the topics are different, for example FNDT103A and FNDT103B.

FNDT 105 - Exp Studio Transmedia (3.00)

Transmedia explores strategies for visual communication. A range of cross-disciplinary studio courses investigate multi-model applications for conveying bold ideas through form. Courses invite innovative approaches to contemporary media, strengthening fluency in design principles and cultural literacy. See the schedule of classes for course offerings and course descriptions. Students must complete 6 credits from the following course options: FNDT103, FNDT104 and FNDT105. Students may take 2 courses with the same course number if the topics are different, for example FNDT103A and FNDT103B.

FNDT 150 - Major Studio Elective (3.00)

The Foundation Major elective is the introductory course in each major. Courses are numbered as ANIM101, GAME101, etc. The Foundation major elective will introduce students to a range of foundational principles in the major's field. Students will develop a way of thinking and approaching work in the field and will have the opportunity to develop a self-reflective, creative practice. Social, cultural and/or environmental issues facing the field will also be addressed.

AHCS 123 - Visual Culture 2 (3.00)

Planned as a continuation of Visual Culture 1, "Visual Culture 2: Unpacking Art, Power & Modernity" offers a transparent chronology to continue but deepen an investigation of art, design and world perspectives from roughly 1800 to 1960. These are years loosely associated with "modernisms." It explores Western and non-Western, dominant, and marginalized histories during this proposed 160-year time frame, broadening and reinforcing first-year students' historical awareness, while de-centering dominant canons. Visual Culture 2 uses multi-cultural artifacts, readings, seminar-like discussions and experiential collaborations to explore and critically analyze key works and key themes like colonialism, structural racism, xenophobia, industrialization, technology, capitalism and consumerism from multiple perspectives. By the end of the semester, students should have the necessary critical tools to become empathic citizen-artists who can engage an equitable, transglobal, diasporic, technically creative and environmentally demanding present and future.

LIBS 115 - Thought Lab 2 (3.00)

Where do your curiosities in the world lead you? How can you transform general interest in a subject into specific knowledge that can fuel a creative practice? Building on concepts from Thought Lab I, Thought Lab II will allow you to take a deep dive into a themed seminar of your choosing. Seminar themes may range from environmental and social justice to narrative to technology. These courses will invite you to explore a special topic through a variety of media to deepen your understanding of key events that have shaped its history. By the end of the semester, you will complete assignments which may include an exploratory essay or a research paper, and ultimately, a creative translation of course themes.

PRDS 202 - Design Studio I (3.00)

This course forms the introduction to the profession, practices, and thinking involved in the product design process. Through a series of individual and team-based investigations and projects, students begin their acculturation into the field of Product Design. They use the design process while applying various 2D drawing, computer, and making skills to develop their ideas and explore the relationships between form, function, and how culture can be expressed by and be an influence on the object of design. Skills introduced: design process, user experience, identification of form and function relationships, cultural design influence and forces.

PRDS 210 - Design Communication I (3.00)

Sketching and technical drawings are fundamental to product design in developing and communicating ideas, designs, and concepts. This course presents techniques, tips, and tricks, from quick concept sketching to producing technical drawings to develop and communicate ideas. Students will begin to delineate 3-D forms in 2-D space and the various phases and deliverables of the design process. Skills introduced: rapid ideation, iterations, concept sketches, perspective drawing and shading, color rendering, visual fluency, cross-sections, exploded views and digital rendering, 3-D modeling, and visual presentation. Skills reinforced: design process, design communication, storytelling, and intention.

PRDS 230 - Methods & Materials I (3.00)

An introduction to all the shops, labs, tools and techniques used in the fabrication of both study and presentation models for Product Design. In this hands-on studio, students work with various materials in a series of small skills-oriented projects. This is an introduction to the basic tools used for both hard and soft materials. Students develop skills in form making, surface treatments, and finishing techniques. Field trips and off-site workshops at local manufacturers enhance students' knowledge of production techniques. Skills introduced: model making, shop skills, 3D form, surface finishing, sketching, visual fluency, and forces on the form,

AHCS 225 - History & Future Product Desg (3.00)

When did art become design? Product design influences and is influenced by culture and technological developments. From the Dark Satanic Mills and the Spinning Jenny to advanced 3D printers and the advent of AI, how have technology and manufacturing processes influenced and driven product design and what were the global societal and cultural consequences of these? Objects and products do not exist in a vacuum and thus must be seen through various lenses and themes such as the continual search for utopia and social reforms, the economic and psychological implications of man vs. machine, material exploration for functional and aesthetic potential, human inspiration from the natural world and our impact on the environment. This course examines how technology shaped today's design thinking and its potential impact on transforming the future of designed objects and the world as we know it. Required for Product Design majors.

CAIL 200 - Creative Action LAS Elective (3.00)

An integrative course using collaborative methodology, synthesizing diverse perspectives, and using the skills of creative and critical thinking, clear communication, research, and information literacy. See CAIL section for course descriptions. May be taken in either fall or spring, must be completed in the sophomore year

PRDS 203 - Design Studio II (3.00)

Students deploy the skills learned in the first semester, in thoroughly investigated and contextualized designs, that demonstrate cultural awareness, and self-expression. Digital modeling and design components are introduced as part of the design process. Different projects throughout the semester, allow students to learn how to distill research, contextualize and visualize data and information, recognize trends, and understand the user. Students will connect these insights to questions and decision-making in their design process. Skills introduced: Students learn to communicate their design concepts and user scenarios using 2D, 3D, and 4D methods (UX). Skills reinforced: design process, research, contextualization, user interaction.

PRDS 211 - Design Communication II (3.00)

Students continue to develop a 2D drawing foundation of 3D space by hand and digitally. Interface design is introduced to add a digital element to the previous semester's project. Students will learn orthographic hand drawing and rendering (precise annotation, translating physical assets and photographic references into graphic representations) with pencil, pen, and marker, as well as 2D digital drawing and rendering (Illustrator, Photoshop, basic technical package for manufacturing, storyboarding), and advanced digital sketching. Skills introduced: orthographic drawing, composition, digital drawing. Skills reinforced: hand and digital rendering, 2D form, visual fluency, and visual stylization. Software and tools: Illustrator, Photoshop, InDesign, Figma. Students will learn to prepare work for portfolios, presentations, exhibitions, decks, and websites. Pre-requisite: PRDS210 or Chair approval

PRDS 231 - Methods & Materials II (3.00)

A continuation of the previous semesters' course students continue to visit manufacturers and work with various materials in a series of small skills oriented projects. Students build upon their prior semester's experience and begin to integrate the design process skills they have learned in the Design Studio courses while exploring processes and materials. Skills reinforced: sketching, 3D form giving, forces of form, visual fluency, surface finishing, and craftsmanship.

LIBS 214 - Sophomore LAS Elective (3.00)

These courses introduce students to special topics in the liberal arts and sciences that can inspire them to explore new intellectual and creative pathways. See "Browse Courses", "LAS electives" for the sections offered this semester.

AHCS 224 - Theories and Trends (3.00)

This course stresses the relationships between contemporary culture and media and their connections to related creative and theoretical disciplines that have influenced art practice and human experience in the years roughly from 1955 to the present. "Theories and Trends in Contemporary Art, Media and Culture" critically examines the range of roles that popular culture, mass media and colonial institutions of privilege play in all creative practices. This class challenges facile and well-worn constructions of gender, difference, ableism, race, ethnicity, "high" and "low" art to work towards conceptions of the self, identity, and of culture that are fluid. Research and case studies focus on the inter-textual and the inter-disciplinary. Students learn and critically evaluate major theories of contemporary art and design through textual, visual, and hands-on inquiry, encouraging independent thinking via active in-class and student-directed projects. Required for Graphic Design, Illustration, Fashion, Toy, Product, Animation, and Game and Entertainment majors.

PRDS 302 - Design Studio III (3.00)

Students further develop their design process while learning to design a family of products within a brand's design language and visual vocabulary. Projects may include consumer electronics, lighting, or other hard-goods categories. The focus is on exploring human factors, needfinding, materials, functionality, internal components, and user/product interaction, with a strong emphasis on concept development and formal excellence. The content, theme, and focus of the studio vary each semester, allowing for dynamic and responsive learning opportunities. Skills and knowledge introduced: product category analysis, business dynamics, value analysis, product development, and design writing. Skills reinforced: prototyping, sketching, photography, 2D layout, information design, branding, materials, manufacturing, sustainability, industry awareness, individual and group critique, meaning/semantics, model making, 3D form, storytelling, visual and oral presentation, design research, observational research, ideation, and brainstorming.

PRDS 310 - Design Communication III (3.00)

This introductory course to SolidWorks teaches the basics of 3D modeling, rendering techniques, and the processes for manufacturing. Students learn to digitally build and manipulate 3D forms and communicate these renderings, drawings, or 3D objects. There are weekly demonstrations of the software techniques and capabilities. Feedback on each student's design process and abilities is provided through individual desk crits as well as group presentations and critiques. Skills introduced: Solidworks 3D CAD software, modeling, rendering, and 3D print output. Skills reinforced: drafting, rendering, 2D digital fluency, visual stylization, and composition. Software: Solidworks, Keyshot.

PRDS 299 - Product Design Elective (3.00)

SSCI 210 - Social Science Elective (3.00)

Social Science elective. May be taken in either fall or spring, must be completed in the junior year. Course offerings vary by semester. See LAS Electives in Browse Courses for course offerings

MATH 136 - Math Elective (3.00)

Math elective. Covers various topics related to mathematical concepts in art and design. May be taken in either fall or spring, must be completed in the junior year. Course offerings vary by semester. See LAS Electives in Browse Courses for course offerings

PRDS 303 - Design Studio IV (3.00)

In this junior-level course, students apply and expand upon foundational soft goods-making skills to design objects within the soft goods category, including fashion accessories, footwear, and apparel. Students design and construct three-dimensional products from flat patterns, developing a deep

understanding of form, function, and style. The course emphasizes concept development, material exploration, and technical execution. Students investigate human factors, need finding, material and hardware selection, and performance considerations while producing high-quality prototypes. Skills and knowledge introduced: patternmaking, CLO software. Skills reinforced: prototyping, sketching, photography, 2D layout, information design, branding, materials, manufacturing, sustainability, industry awareness, individual and group critique, meaning/semantics, modelmaking, 3D form, storytelling, visual and oral presentation, design and observational research, ideation, and brainstorming.

PRDS 311 - Design Communication IV (3.00)

This studio course is a continuation of Design Communication III. The instructor provides feedback on each student's design process and abilities through individual desk crits and group presentations, and critiques. Skills reinforced: 3D modeling, digital rendering, and visual storytelling. Skills introduced: SolidWorks or Rhino 3D CAD software, modeling, rendering, and 3D print output. Skills reinforced: drafting, rendering, 2D digital fluency, visual stylization, and composition. Pre-requisites: PRDS310

CAIL 301 - Creative Action Junior Studio (3.00)

An upper-division interdisciplinary studio course offering unique core content that shifts from term to term. This studio affords students the opportunity to engage with professionals from various fields and expand their notion of problem solving beyond their major in public site real world challenges. This course may be taken in either the fall or spring of the junior year. A limited choice of CAIL301 courses will count for the Sustainability Minor. See CAIL section for course descriptions.. CAIL301 may be taken in either the fall or spring semester of the junior year

NSCI 319 - Human Factors in Product Des (3.00)

This course introduces Product Design students to human-centered design principles that explore physical, sensory, and emotional responses to consumer products. Through a combination of lectures and hands-on practice, students will assess a range of products for mechanical function and stylistic impact, focusing on enhancing user interaction and experience. Students will engage with statistical data tables and human factors terminology (no mathematical calculations required) to understand the diversity of the human body—its sensory capabilities, physical measurements, and dynamic movement—when designing usable and appealing products. Assignments will feature real-world manufacturing constraints, particularly within light assembly environments. Additionally, students will analyze regulatory compliance and product safety protocols as essential components of responsible and ethical design. Required for Product Design majors.

LIBS 314 - LAS Upper Division Elective (3.00)

This course can be an upper division art history or liberal studies elective. May be taken in either fall or spring, must be completed in the junior year. Course offerings vary by semester. See LAS Electives in Browse Courses for course offerings

PRDS 402 - Design Studio V (3.00)

This advanced project-based studio guides students through complex product design scenarios, exploring potential solutions, users, and markets. Students conduct research within a field of interest to identify a problem, theme, or opportunity, and develop a self-directed brief rooted in their personal interests and professional goals. This brief guides their design direction and supports the development of their senior project. Students are expected to integrate previous learning and knowledge into a comprehensive design process that includes research, concept development, and design. Instructors assign key deliverables throughout the semester. Final outcomes include a presentation, physical models, and written process book. Students are assessed on critical thinking, creativity, aesthetics, functionality, craftsmanship, communication, and presentation Skills developed: research, teamwork, information design, sustainability, prototyping, leadership, ideation, time management, semantics, design writing, ethics, and personal voice. Pre-requisite PRDS 302 & 303

PRDS 410 - Design Communication V (3.00)

This studio allows students to further advance their digital skills as they prepare to graduate. Skills introduced or reinforced: 3D modelling, digital rendering, and visual storytelling. Solidworks or Rhino 3D CAD software, rendering, and 3D print output. Software: SolidWorks or Rhino 3D CAD software. Keyshot, drafting, rendering, 2D digital fluency, visual stylization, and composition. Pre-requisite PRDS 311

PRDS 440 - Design & Market I (3.00)

Design-driven companies increasingly seek hybrid designers who can navigate the intersections of design, business strategy, and marketing while maintaining a strong foundation in creative thinking and craft. Many designers also pursue independent careers as entrepreneurs or individual consultants, where the ability to position, brand, and launch a product becomes essential. This advanced, project-based course challenges Product Design seniors to integrate real-world market considerations into their design process. Students will work within defined market segments, brand identities, and manufacturing constraints to develop product concepts that are not only insightful but viable for production and distribution. Through assigned, industry-facing projects, students will examine how market research, consumer insights, competitive analysis, branding, and pricing affect product design decisions. Emphasis is placed on collaboration, critical thinking, and adaptability as students refine their concepts with the realities of positioning, promotion, and scalability in mind. Line extensions, packaging, and product families may also be explored as students learn to develop cohesive, strategically aligned offerings. Rather than emphasizing purely personal expression or speculative design, this course mirrors professional practice, preparing students to respond to real-world design briefs and contribute meaningfully within industry contexts.

PRDS 299 - Product Design Elective (3.00)

LIBS 440 - Capstone (3.00)

The Liberal Arts and Sciences Capstone experience is a required senior-level course designated to facilitate students' critical reflection on a topic that intersects with their own studio practice, discipline, and/or identity. As the signature course and culminating expression of the Liberal Arts and Sciences Department, the class design allows for independent research and private mentoring through Blended classes that meet synchronously online. The Capstone research process encourages students to apply the skills they have accrued during their time at Otis College to a project that can advance their understanding of their career path and chosen industry. A minimum grade of C- or better on the Capstone paper and course is required to pass.

PRDS 403 - Design Studio VI (3.00)

Having completed their designs the previous semester, the course serves as a place to execute and create a professional-grade prototype. This course also prepares students for their post-Otis experience by introducing professional practices germane to product design. This includes a heavy focus on their presentation skills and exhibition design aimed at their Senior Exhibition. Skills introduced: Exhibition design, graphic communication, video, animation, and editing. Skills reinforced: design research, observational research, UX/UI, FIGMA, teamwork, information design, sustainability, prototyping, leadership, ideation, brainstorming, time management, meaning/semantics, design writing, ethics, point of view, and voice. Pre-requisites: PRDS 402

PRDS 441 - Design & Market II (3.00)

Students continue to deepen their understanding of brand alignment, production considerations, and user experience. The course integrates strategic thinking and encourages cross-disciplinary collaboration as part of the design process. Students are guided to think beyond the studio, considering how their designs function within markets and larger systems of use, value, and communication, as well as how they operate within professional contexts. Skills reinforced: collaboration, strategic thinking, brand development, production planning, communication, and presentation. Pre-requisite PRDS 440

PRDS 299 - Product Design Elective (3.00)

PRDS 299 - Product Design Elective (3.00)

LIBS 314 - LAS Upper Division Elective (3.00)

This course can be an upper division art history or liberal studies elective. May be taken in either fall or spring, must be completed in the junior year. Course offerings vary by semester. See LAS Electives in Browse Courses for course offerings

Electives

Course Title	Course Number	Credits
Beginning Ceramics	PRDS 362	3.00
Intermediate Ceramics	PRDS 363	3.00
Prod Design: Luxury Packaging	PRDS 345	3.00
Prod Dsgn: Future of Furniture	PRDS 345	3.00
Product Design – Jewelry	PRDS 345	3.00

Elective Descriptions**PRDS 362 - Beginning Ceramics (3.00)****PRDS 363 - Intermediate Ceramics (3.00)****PRDS 345 - Prod Design: Luxury Packaging (3.00)**

This course positions the designer as a director of storytelling, branding, form development, communication, and execution. Co-taught by two expert instructors, this course offers a holistic approach to fragrance packaging design within the context of luxury fashion brands. Students integrate two- and three-dimensional design principles with advanced visualisation and prototyping methods, exploring how narrative, sensory experience, and material choice shape perception, narrative, and brand positioning. Emphasis is placed on deep three-dimensional form exploration, time-based storytelling, and cohesive brand communication through packaging, both as an object and an experience.

PRDS 345 - Prod Dsgn: Future of Furniture (3.00)

Transform the way we live by partnering with Jonathan Louis, one of the largest furniture companies in the US, to define the future of interiors. In this course, you'll collaborate with working designers, trend forecasters, and sample makers to craft visionary solutions that reflect the evolving needs of contemporary and future living spaces. With cultural, technological, environmental and economic developments, the world of interiors is changing fast. This is your opportunity to tap into those trends, designing furniture that harmonizes with diverse living environments—from compact city apartments to flexible home offices. You'll delve into the psychology of what makes a living space feel like home and explore how an existing furniture company can adapt and broaden its offerings to meet the needs of renters, urban dwellers, and design-forward consumers. By understanding the driving factors behind furniture choices, you'll design innovative furniture pieces and expand the realm of modern interior design.

PRDS 345 - Product Design – Jewelry (3.00)

This course examines jewelry and adornment as a bridge between product and fashion design. Students explore the cultural, functional, and expressive roles of wearable objects through both traditional and digital fabrication methods. Coursework integrates metalworking, forming, CAD modelling and 3D printing to develop a comprehensive understanding of materials, processes, and form. Emphasis is placed on designing for the body with attention to ergonomics, movement, and narrative expression. Through iterative prototyping and critical discussion, students develop their ability to merge craft and technology in the creation of meaningful contemporary adornment.