

Product Design: Bachelor of Design

Faculty of Design	kwantlen.ca/design
Product Design	kwantlen.ca/productdesign
Implementation Date	01-Sep-2012
Start Date(s)	September
Admission Type	Selective entry
Enrolment Type	Limited enrolment
Program Type	Undergraduate
Credential Granted	Baccalaureate Degree
Offered At	Richmond
Format	Full-time
How to Apply	www.kwantlen.ca/admission

DESCRIPTION

This new Bachelor's degree program in Product Design aims to fill the void between industrial design and fashion design. As a student in this brand new and dynamic inter-disciplinary curriculum at Kwantlen, you will learn to become a product designer working in a defined area of the discipline linking creativity and innovation through the transformation of ideas into marketable products. This degree is amongst the first of its kind in Canada that focuses on the growing demand for the design and manufacture of recreational gear, technical goods, and related products. Examples include: recreational gear, sportswear and accessories; protective, safety and rescue equipment; specialty occupational wear and outfits; shelter and transportation devices. Various sectors of society such as persons with disabilities or cultural requirements, to children, adults and seniors are all starting to demand such soft products in their daily life, work, or leisure.

British Columbia is the perfect geographical setting for you to earn your Product Design degree. Working in collaboration with professional associations and practising designers, as a graduate of this program you can expect to develop and design products that are relevant for Canadian and international economies, providing innovative solutions for emerging needs that can improve people's everyday lives and wellbeing.

The Product Design (DEPD) program has worked closely with industry to ensure a design curriculum that meets the needs of the marketplace for when you graduate. As a successful DEPD graduate, you will understand the connection between product design, industry, and the marketplace. You will be able to take a leadership position in design practice with a clear understanding of advancing industry needs.

The Degree

Product Design is a four-year, selective entry degree program consisting of 120 credits of course work organized into eight semesters of full-time study. The Product Design program provides you with an interdisciplinary education that consists of three major streams: Creativity and Innovation Stream, Technology Stream, Interdisciplinary and Leadership Stream, all woven into an integrated curriculum and timetable.

You will develop knowledge, skills and abilities from a variety of domains within these three streams that link design and technology to an understanding of social, cultural and historical

contexts through elective access to the wide range of courses available at this unique polytechnic university. You will be skilled in applying design theory and processes with an emphasis on critical thinking and creative problem solving, and originate and produce products that focus on transforming pliable materials, such as natural and synthetic fibres, wood, and metal; understanding the constraints and potential of digital technologies; collaborating with industries and markets; and creating responsible leaders in society for the challenges of today and tomorrow.

Key features of this program include:

- A dynamic, flexible and interdisciplinary curriculum relevant to the needs of industry
- A design program that fosters innovation and risk-taking
- A four-year program that includes conceptual opportunities with technical skills and a broad spectrum of liberal education courses
- Industry experience (work, travel, visits outside Vancouver to learn about international design, manufacture, and distribution companies)
- Leading edge facilities and equipment
- Faculty who are experts in their field

Visit the program's website at kwantlen.ca/productdesign or attend one of Kwantlen's public information events for more information about Product Design at Kwantlen.

Credit for Previous Learning

You may be eligible to obtain credit for segments of the Product Design program with results from courses taken in other programs at Kwantlen, or at another institution. All applications for the transfer of credits will be assessed on an individual basis.

If you are an applicant with professional experience in the product design industry we welcome your inquiry about how you may acquire credits through Prior Learning Assessment (PLA). All applications for the transfer of credits are assessed on an individual basis, typically through a portfolio and interview process. For more information how to apply for transfer credits or PLA, visit kwantlen.ca/transferecredit.html.

STUDENT PROFILE

Applicants to design programs come from diverse backgrounds and age groups. You may be applying to the Product Design program as a graduate from high school, or you may be transferring from another Kwantlen program, or from another institution, or you may be a design professional, wanting to upgrade your credentials. We'd be delighted to receive your application and discuss your possible educational pathway with you.

Perhaps your background includes an active interest in recreation, sports, dance, special occupations or an ambition to improve the design of items related to these pursuits, or as an entrepreneur wanting to improve the quality of life for groups under-represented by product design. Your creative skills might be in drawing, painting, photography, computer graphics, sculpture, crafts and other 3D work. You might simply be inventive and enjoy making gadgets and taking them apart. Whatever your profile, you are likely to be a risk-taker, problem-solver, willing to push boundaries, able to work independently and in teams, and engage in a rigorous design education.

It is strongly recommended that you have basic skills in English communication, word processing, basic mathematics, plus an

awareness of product design, with ideas about how to improve current products and processes – globally and in Canada.

Because of the varied profiles of our applicants, we will work with you to construct an educational pathway suitable to your goals. Our aim is to ensure that your time at Kwantlen is enriching and enjoyable.

CAREER OPPORTUNITIES

Product design is a relatively new and evolving design field, but with many very successful companies in Vancouver, known around the world for excellence in recreational and technical gear. There are also many opportunities that you might consider, overseas in countries noted for manufacture of these items.

Upon graduation, you will have produced an extensive portfolio of innovative work, including a major research and development project that combines all the skills and knowledge necessary for this field. You would be prepared for such careers as:

- Product designer
- Product developer
- Product buyer
- Product production supervisor
- Environmental designer
- Packaging designer
- Industrial designer

You could work independently as entrepreneurs, as staff designers for existing design studios, retailers, manufacturers, or as independent consultants.

PROGRAM ADMISSION REQUIREMENTS

In addition to Kwantlen's General university admission requirements, including the undergraduate-level English Proficiency Requirement, the following program admission requirements apply:

- English 12 with a minimum grade of B (or equivalent)
- Portfolio Review and Interview Session

** Successful applicants will receive an invitation to the required Portfolio Review and Interview session. Alternative arrangements are possible for students who live outside the Greater Vancouver Region and who cannot attend in person. It is, however, in the best interest of applicants to make every effort to attend in person.*

Admission decisions to this program are based on interim grades therefore proof of grades must be submitted in accordance with the following deadlines:

- Applicants currently in high school must submit interim grades no later than March 31st with proof of final grades required as soon as they become available (no later than August 15th).
- Applicants currently taking English preparatory courses must submit interim grades by March 31st with proof of final grades required by April 30th.
- Applicants currently attending another post-secondary institution must submit a final official transcript and a Request for Transfer Credit form by March 31st

For all other applicants, proof of having met the program's English proficiency requirement must be provided by March 31st.

Any applicant who has not submitted proof of grades by the specified dates will be removed from the list of eligible applicants.

PROGRAM REQUIREMENTS

The Bachelor of Design, Product Design (DEPD) program consists of 120 credits, organized into eight full-time semesters, over a four-year period.

You may complete electives and other general education courses prior to entering the program, or at any time during your program.

Note: DEPD courses are assessed Tuition Category 2.a.3 tuition and fees for domestic students.

Year 1: Fundamentals & Discovery

FALL

All of:

DEPD 1100	Design Methods and Materials	3 credits
DEPD 1110	Visualization for Product Design	3 credits
DEPD 1120	Computer Fundamentals	3 credits
DEPD 1130	Design Thinking	3 credits
ENGL 1100	Introduction to University Writing	3 credits

SPRING

All of:

DEPD 1210	Three-Dimensional Design: Product Design	3 credits
FIND 1150	Designing For Humanity	3 credits
DEPD 1220	Digital Technologies for Product Design	3 credits
DEPD 1230	Transformative Thinking for Product Design	3 credits
FIND 1220	Interdisciplinary Design History II	3 credits

Year 2: Exploration & Divergence

FALL

All of:

DEPD 2310	Design Explorations 1: Materials & Fasteners	6 credits
DEPD 2320	Material Technology	3 credits
GDMA 2140	Communications Design, Consumerism and Popular Culture	3 credits
MRKT 1199	Introduction to Marketing	3 credits

SPRING

All of:

DEPD 2410	Design Explorations 2: Materials in Context	6 credits
DEPD 2420	Production Technology	3 credits

DEPD 2430	Socio-Cultural Issues in Design	3 credits
DEPD 2431	Human Factors for Product Design	3 credits

Year 3: Engagement & Practice

FALL

All of:

DEPD 3510	Design Engagement 1: Leisure and Sports Gear	6 credits
DEPD 3520	Production Technology-Sourcing	3 credits
DEPD 3530	Semiotics for Product Design	3 credits
Elective*		3 credits

SPRING

All of:

DEPD 3610	Design Engagement 2: Special Protective Gear	6 credits
DEPD 3620	Product Manufacturing	3 credits
DEPD 3630	Industry Experience	3 credits
Elective*		3 credits

Year 4: Convergence & Realization

FALL

All of:

DEPD 4710	Design Convergence 1: Research & Ideation	6 credits
DEPD 4720	Products & Business Scenarios	3 credits
MRKT 4177	Contemporary Issues in Marketing	3 credits
Elective*		3 credits

SPRING

All of:

DEPD 4810	Design Convergence 2: Realization & Praxis	9 credits
DEPD 4831	The Business of Product Design	3 credits
Elective*		3 credits

* Students are required to complete four elective courses of 3 credits each in years 3 and 4. Kwantlen courses numbered 1100 or higher as well as transfer credits will be accepted. Students who plan to use upper level courses are advised to confirm prerequisites requirements.

OTHER INFORMATION

Lab Fees

The Product Design program will require payment of a yearly lab fee that increases in each year of the program. Please consult the program's website for details.

Laptop Program

It is expected that the Bachelor of Design in Product Design will require all students to have a laptop computer starting in year two of their program.

A student-owned or lease program option is under review.

CREDENTIAL AWARDED

Upon successful completion of this program, students are eligible to receive a **Bachelor of Design, Product Design**.