

# Product Design: Bachelor of Design

**COMING FALL 2012!**

The Product Design degree is the first of its kind in Canada and will fill a void between traditional industrial design and fashion design in order to meet the growing demand for the design and manufacture of recreational and technical apparel and related consumer products – sometimes called 'soft goods' design. For example: backpacks, bags, tents, recreational and sports accessories (ski gloves, protective gear, and specialty work wear). Increased demand for these types of recreational products is coming from all sectors of society: children, adults, seniors, those with special needs, e.g. those with physical disabilities or cultural requirements in what they wear and use. Our product design degree program will provide rigorous training that concentrates on a much needed and emerging hybrid between industrial design and fashion design.

Course curriculum is currently being finalized. Watch for the full program requirements in the **2012-13 Academic Calendar**.

**Note:** A transitional year is available for students who want to start prior to the Fall 2012 intake. For more information, see [kwantlen.ca/degrees/productdesigntransitionyear](http://kwantlen.ca/degrees/productdesigntransitionyear).