Product Design: Bachelor of Design

Chip and Shannon Wilson School of Design	kpu.ca/design
Product Design	kpu.ca/productdesign
Program Type	Undergraduate
Credential Granted	Baccalaureate Degree
Offered At	Richmond
Start Date(s)	September
Intake Type	Limited intake
Format	Full-time
Instructional Cycle	Semester-based
Curriculum Effective Date	01-Sep-2015
How to Apply	www.kpu.ca/admission

DESCRIPTION

Within its unique approach, this Bachelor's degree program provides emerging designers with a dynamic inter-disciplinary education that links innovation and creativity through the transformation of ideas into marketable products.

KPU's Product Design degree provides a rigorous, hands-on education that combines a solid foundation in practical principles such as construction and economics with design, manufacturing and marketing techniques. Whether engaging in robust academic studies, intensive design studio sessions or collaborating with industry partners, graduates of this program complete their studies poised for success as professionals.

While product design covers a wide range of industries, KPU's program provides particular emphasis on the design and manufacture of recreational gear and technical goods, sportswear and accessories, protective, safety and rescue equipment to name a few. Students will also explore product design in medical, industrial and technological contexts as well as everyday consumer goods. These types of products are consistent and growing in demand by all sectors of society, ranging from children, adults and seniors to persons with disabilities and medical needs.

KPU faculty's strength and expertise provides a world-class balance of academic rigour and instruction with hands-on, practical immersion from industry leaders and cutting-edge innovators. The Product Design program has been carefully developed to uphold high academic standards and industry partnerships to ensure our graduates meet the needs of the global economy. Successful graduates develop a deep understanding of the connection between product design, industry, and the market and are empowered to undertake leadership positions in design practices aimed at advancing the industry.

The stunning geography of British Columbia provides the perfect backdrop to earn a Product Design degree. Working in collaboration with professional associations and industry designers, graduates 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 well-being.

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 an interdisciplinary education that consists of three major streams: Creativity and Innovation, Technology, Interdisciplinary and Leadership, all woven into an integrated curriculum and timetable.

Students 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. Students will become 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.

CREDIT FOR PREVIOUS LEARNING

Students may be eligible to obtain credit for segments of the Product Design program with results from courses taken in other programs at KPU, 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 kpu.ca/transfercredit.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 KPU 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, perhaps you are 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 – in Canada and internationally.

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 KPU is enriching and enjoyable.

CAREER OPPORTUNITIES

Product design is an evolving design field. Locally, however, there are many very successful companies in Vancouver, known around the world for excellence in recreational and technical gear. There are also many opportunities that students 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
- Industrial designer
- Product developer
- Product buyer
- Product production supervisor
- Environmental designer
- Packaging designer

You could work independently as a consultant, an entrepreneur, as a staff designer for an existing design studio, retailer, or manufacturer.

ADMISSION REQUIREMENTS

In addition to the Faculty's Admission Requirements, which consist of KPU's undergraduate English Proficiency Requirement, the following program admission requirements apply:

- Portfolio Review and Interview Session*

* Qualified 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.

During the portfolio and interview process, faculty members evaluate each applicant for suitability for admission.

CURRICULAR 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. See "Electives" below.

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	Studio 1: Design Methods	3 credits
DEPD 1110	Visualization for Product Design	3 credits
DEPD 1130	Design Thinking	3 credits
DEPD 1140	Model Making	3 credits
ENGL 1100*	Introduction to University Writing	3 credits

SPRING

All of:

DEPD 1220	Digital Technologies for Product Design	3 credits
DEPD 1240	Computer Fundamentals	3 credits
DEPD 1250	Construction Technologies (elective)	3 credits
FIND 1150	Designing For Humanity	3 credits
FIND 1220	Interdisciplinary Design History II	3 credits

*Note: Completion of ENGL 1100 with a minimum grade of “C” (or an approved writing intensive course at the 1100 level or higher) is a graduation requirement. It is recommended that this course be taken prior to Year 2.

Year 2: Exploration & Divergence

FALL

All of:

DEPD 2310	Studio 2: Design Content	6 credits
DEPD 2320	Material Technology	3 credits
DEPD 2330	Transformative Thinking for Product Design	3 credits
DEPD 2331	Human Factors for Product Design	3 credits

SPRING

All of:

DEPD 2410	Studio 3: Design Context	6 credits
DEPD 2420	Production Technology	3 credits
DEPD 2430	Socio-Cultural Issues in Design	3 credits
MRKT 1199	Introduction to Marketing	3 credits

Year 3: Engagement & Practice

FALL

All of:

DEPD 3510	Studio 4: Design Engagement	6 credits
DEPD 3520	Production Cycle: Manufacture and Strategies	3 credits
DEPD 3530	Semiotics for Product Design	3 credits
Elective (see Electives below)		3 credits

SPRING

All of:

DEPD 3610	Studio 5: Design Implementation	6 credits
DEPD 3620	Product Development for Manufacturing	3 credits
DEPD 3630	Industry Experience	3 credits

Elective (see Electives below)		3 credits

Year 4: Convergence & Realization

FALL

All of:

DEPD 4710	Studio 6: Design Evaluation	6 credits
DEPD 4720	Products & Business Scenarios	3 credits
MRKT 4177	Contemporary Issues in Marketing	3 credits
Elective (see Electives below)		3 credits

SPRING

All of:

DEPD 4810	Studio 7: Design Projections	9 credits
DEPD 4831	The Business of Product Design	3 credits
Elective (see Electives below)		3 credits

Electives

During their third and fourth years in the DEPD program, students are required to complete four elective courses of 3 credits each. Electives must be KPU courses numbered 1100 or higher except FIND, FASN, FMRK, GDMA, or IDSN. Students are encouraged to select a range of elective courses that both broaden their learning and also assist them in their design studios and technology workshops.

OTHER INFORMATION

Laptop program

This program is delivered in an e-mobile environment that uses laptop computers and specific software. Students are advised NOT to purchase a personal laptop computer until specifications and requirements have been provided to successful applicants. Options to purchase or lease laptop computers with the requisite course software will be provided by KPU.

CREDENTIAL AWARDED

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