Product Design

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5282 University of Oregon
Eugene, Oregon 97403-5232

The Department of Product Design rigorously explores the invention, production, and use of products. It integrates the theories and applied practices in the design, art, and architecture disciplines, creating collaborative opportunities across campus with the business school and the anthropology and chemistry departments. The critical research and design work produced by students and faculty members has an impact on both the local and international design communities.

The program exposes and expands on the significance of materials in products, helping students develop an understanding of how aspects of sustainability and ergonomics, tactile and visual aesthetics, and structural integrity can influence their choices in materials.

Overview

The department offers a bachelor of arts (BA) or bachelor of science (BS) degree in product design on the Eugene campus, and a bachelor of fine arts (BFA) degree in product design in Portland. The BA and BS degrees are four-year liberal arts programs designed to prepare students for the BFA program in product design. Students enrolled in either degree option share a foundation in design, graphics, drawing, and art history with majors in both architecture and art.

Eugene

Students studying for the bachelor’s degree in product design are well-equipped with computer and digital-imaging labs, new digital computer-controlled mill, laser cutter, wood shop, digital loom, metals and ceramics shops, large-format printing facility, and other specialized art studios in Lawrence Hall and the Northsite studio complex. The Eugene campus has strong undergraduate and graduate degree programs in architecture, art, ceramics, digital arts, fibers, interior architecture, metalsmithing and jewelry, painting, photography, printmaking, and sculpture. In addition, students have access to other university resources, such as the architecture and allied arts and main libraries, Student Recreation Center, Erb Memorial Union, and Craft Center.

Portland

Students pursuing the fifth-year product design BFA degree work at the university’s new facility in Portland’s Old Town Historic District. The White Stag Block houses studio facilities, digital fusion laboratory, classrooms, library, exhibit and research spaces, and work areas for students and faculty members. An integrated shop and an output center for two- and three-dimensional computer numerical controlled production are available. Product design students benefit by interacting with students of other professional disciplines, such as digital arts and architecture. An internship component of the BFA program gives students access to design professionals and direct experience at leading Northwest design companies.

Preparation

High school and college students interested in product design should prepare themselves by taking courses in the following subjects:

- Fine arts and design (e.g., drawing, painting, sculpture, two- and three-dimensional design, fiber arts, metal arts, ceramics, drafting, art history, architecture, furniture or interior design)
- Social sciences (e.g., sociology, psychology, cultural anthropology)
- Sciences and mathematics (e.g., physics, algebra, geometry)
- Humanities (e.g., literature, writing)

To better understand the professional field, prospective students may plan to visit and discuss opportunities with local designers and firms practicing product design.

Product design students are required to own a laptop computer. If students purchase recommended equipment, they are eligible for technical support from our computing staff. Recommended systems are listed on the program’s website. Purchase of a digital camera to record studio work and use for classroom assignments is strongly advised.

Faculty


The date in parentheses at the end of each entry is the first year on the University of Oregon faculty.

- Bachelor of Arts in Product Design (p. )
- Bachelor of Science in Product Design (p. 2)
- Bachelor of Fine Arts in Product Design (p. 3)

Undergraduate Studies

Application for Product Design Major

The major in product design is an intensive, limited-enrollment program. Acceptance is competitive and based on documented evidence of potential to excel in the field. Admission screening takes place once a year and requires review of a portfolio of visual materials submitted by each applicant. These portfolios should display promise and creativity, but need not demonstrate extensive experience in design or product-
related projects. Applications that don’t include visual materials are not reviewed.

Students apply directly to the department for admission as majors. The postmark deadline for applications is January 15 for fall term admission. Visit the program website for the application form and instructions.

BFA Application

Admission to the bachelor of fine arts program requires an application that includes a portfolio review of the student’s work, usually in the last term of the fourth year of study. Students who have completed a comparable four-year degree in material and product studies at another institution may be admitted to the fifth-year BFA program. Such BFA candidates must satisfy the university’s 45-credit residence requirement. Students accepted to the BFA program from schools other than the University of Oregon should speak with an advisor to determine how their credits will transfer. Prerequisites may require the student to spend more than one year in the program.

Bachelor of Arts in Product Design Requirements

Students must complete a minimum of 180 credits, which include general-university requirements for a bachelor of arts or bachelor of science degree.

<table>
<thead>
<tr>
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<td>Surface, Space, and Time</td>
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</tr>
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<td>Core Interdisciplinary Laboratory</td>
<td>4</td>
</tr>
<tr>
<td>IARC 204</td>
<td>Understanding Contemporary Interiors</td>
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<tr>
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<td>Designers’ Tools</td>
<td>4</td>
</tr>
<tr>
<td>ARTD 250</td>
<td>Print Media Digital Arts</td>
<td>4</td>
</tr>
<tr>
<td>ARH 358</td>
<td>History of Design</td>
<td>4</td>
</tr>
</tbody>
</table>

Select one of the following:
- Product design studio course (PD)
- Ceramics studio course (ARTC)
- Fibers studio course (ARTF)
- Metalsmithing and jewelry studio course (ARTM)
- Sculpture studio course (ARTS)

Art history course

Select five of the following studio electives: 1, 2

Product design electives (PD)

Bachelor of Science in Product Design Requirements

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Select one of the following:
- Product design studio course (PD)
- Ceramics studio course (ARTC)
- Fibers studio course (ARTF)
- Metalsmithing and jewelry studio course (ARTM)
- Sculpture studio course (ARTS)
- Art history course

Other Requirements

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<tbody>
<tr>
<td>BA 101</td>
<td>Introduction to Business</td>
<td>4</td>
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<tr>
<td>ANTH 161</td>
<td>Introduction to Cultural Anthropology</td>
<td>4</td>
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<tr>
<td>BA 317</td>
<td>Marketing: Creating Value for Customers</td>
<td>4</td>
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</table>

Total Credits 107

1 With product design advisor approval, students may select electives from any studio course taught in the College of Design. Students are welcome to propose studio courses from outside the school to fulfill product design electives, although they require approval by the advisor.

2 Electives must be 300- or 400-level courses.
Ceramics electives (ARTC)  
Fibers electives (ARTF)  
Interior architecture electives (IARC)  
Metalsmithing and jewelry electives (ARTM)  
Sculpture electives (ARTS)  

Other Requirements  
- BA 101  
  Introduction to Business  
  4  
- ANTH 161  
  Introduction to Cultural Anthropology  
  4  
- BA 317  
  Marketing: Creating Value for Customers  
  4  

Total Credits 107

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2 Electives must be 300- or 400-level courses.

Bachelor of Fine Arts in Product Design Requirements  
Students must complete a minimum of 180 credits, including requirements for the bachelor or arts or bachelor of science in product design or its equivalent.

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<tr>
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<tbody>
<tr>
<td>Three art history courses (ARH)</td>
<td>12</td>
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<tr>
<td>PD 404</td>
<td>Internship: [Topic]</td>
<td>12</td>
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<tr>
<td>PD 486–488</td>
<td>BFA Studio I-III</td>
<td>18</td>
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</tbody>
</table>

Total Credits 42

Four-Year Degree Plan  
The degree plan shown is only a sample of how students may complete their degrees in four years. There are alternative ways. Students should consult their advisor to determine the best path for them.

- BA or BS in Product Design  
- BFA in Product Design

Bachelor of Arts in Product Design

<table>
<thead>
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First Year  
Fall  
- ART 115  
  Surface, Space, and Time  
  4  
- WR 121  
  College Composition I  
  4  
- IARC 204  
  Understanding Contemporary Interiors  
  4  
- First term of first-year second-language sequence  
  4  
  Credits 16  

Winter  
Placeholder

Course Title  
Fall  
- ART 116  
  Core Interdisciplinary Laboratory  
  4  
- BA 101  
  Introduction to Business  
  4  
- WR 122  
  College Composition II  
  4  
- Second term of first-year second-language sequence  
  4  
  Credits 16  

Winter  
Placeholder

Course Title  
Fall  
- PD 340  
  Design for Use  
  4  
- General education course in arts and letters  
  4  
- Upper-division elective course with ARH subject code  
  4  
- Upper-division PD, ART, AAA, or IARC elective course  
  4  
  Credits 16  

Winter  
- PD 350  
  Objects and Impacts  
  4  
- General education course that also satisfies a multicultural requirement  
  4  
- Upper-division PD, ART, AAA, or IARC elective course  
  4  
  Credits 16  

Spring  
- PD 370  
  Design Process  
  4  
- PD 301  
  Introduction to Design Studio  
  4  

Course Title  
Spring  
- PD 370  
  Design Process  
  4  
- PD 301  
  Introduction to Design Studio  
  4  

Credits 16

Course Title  
Spring  
- PD 370  
  Design Process  
  4  
- PD 301  
  Introduction to Design Studio  
  4  

Credits 16

Course Title  
Spring  
- PD 370  
  Design Process  
  4  
- PD 301  
  Introduction to Design Studio  
  4  

Credits 16
Bachelor of Science in Product Design

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<th>Course</th>
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<th>Milestones</th>
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<tr>
<td><strong>Fall</strong></td>
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<tr>
<td>PD 240</td>
<td>Designers’ Tools</td>
<td>4</td>
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<tr>
<td>General education course in arts and letters</td>
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<td><strong>Winter</strong></td>
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<tr>
<td>PD 323</td>
<td>Design Drawing</td>
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<td>PD 430</td>
<td>Computer-Assisted Design and Production</td>
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<td>General education course in science</td>
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<td><strong>Second Year</strong></td>
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Bachelor of Fine Arts in Product Design

Course | Title | Credits | Milestones
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**First Year** | | | |
Fall | Placeholder | 0 | 0
Winter | Placeholder | 0 | 0
Spring | Placeholder | 0 | 0

**Second Year** | | | |
Fall | | 0 | 0
Winter | | 0 | 0
Spring | | 0 | 0

**Third Year** | | | |
Fall | | 0 | 0
Winter | | 0 | 0
Spring | | 0 | 0

**Fourth Year** | | | |
Fall | | 0 | 0
Winter | | 0 | 0
Spring | | 0 | 0

**Fifth Year** | | | |
Fall | | 0 | 0
Winter | | 0 | 0
Spring | | 0 | 0

Graduate Studies

The Department of Product Design offers a master of science degree in sports product design, a two-year program based in Portland, Oregon.

The master of science in sports product design prepares designers to be key members and leaders of multidisciplinary development teams within the more than 700 sports product companies located in Oregon and beyond. The program focuses on innovation methods, design tailored for the athlete, product sustainability, and sports product marketing and branding through the study of sports-specific design techniques, human physiology, biomechanics, and sports psychology.

Students who graduate from this program will be capable of making strong contributions to the sports design culture of Oregon and the world at large.

Master of Science in Sports Product Design

The MS in sports product design is a two-year program intended for students already equipped with conceptual problem-solving abilities, knowledge of materials and production, strategies for emotional product resonance and relevance, and entrepreneurial skills (typically, but not always, acquired in an undergraduate program in product design or its equivalent).

Degree Requirements

The curriculum is divided into three categories:

1. core content (42 credits)
2. core-related content (10 credits)
Incoming students must have completed an undergraduate degree and undergo rolling review for admission until the cohort is complete. Incoming students begin the fall term immediately after acceptance.

Applications are reviewed beginning on January 15 of each year and undergo rolling review for admission until the cohort is complete.

Courses

PD 101. Introduction to Product Design. 4 Credits.
Examines how designers invent things that help people through lectures from designers, drawing assignments, photo documentation, model-making, storytelling, and computer-aided design; product innovation, creation, and sales; and portfolio creation. Laboratory, lecture.

PD 198. Workshop: [Topic]. 1-12 Credits.
Repeatable.

PD 199. Special Studies: [Topic]. 1-5 Credits.
Repeatable.

PD 223. Beginning Design Drawing. 4 Credits.
Focuses on perspective, line weight, construction with primary shapes, and shading in the creation of three-dimensional objects.

PD 240. Designers’ Tools. 4 Credits.
Quick model-making and additive, subtractive, and mold-using fabrication methods are applied in the creation of products in three separate projects. Prereq: ART 115, ART 116.

PD 301. Introduction to Design Studio. 4 Credits.
Students observe and design solutions for problems on campus in three team-based projects. Pre- or coreq: PD 370.

PD 323. Design Drawing. 4 Credits.
Introduces specific techniques in drawing and modeling objects and their spatial context; the demonstration and implementation of various media and types of drawing. Repeatable once for a maximum of 8 credits. Prereq: ART 115, PD 223.

PD 340. Design for Use. 4 Credits.
Provides the basic theoretical underpinnings for considering the socio-cultural background and design of products. Lectures and readings present main issues; discussions complete conceptual principals. Prereq: PD 350.

PD 350. Objects and Impacts. 4 Credits.
Explores how design influences and is influenced by materials and manufacturing processes. Lectures, readings, and discussions present sustainability, aesthetic, and functional aspects of product design. Prereq: PD 370.

PD 360. Object Culture. 4 Credits.
Promotes a greater understanding of the material world and how everyday objects define culture.

PD 370. Design Process. 4 Credits.
Introduces design processes, from theoretical to professional, using readings, guest lectures, and experimental new structures.

PD 399. Special Studies: [Topic]. 1-5 Credits.
Repeatable.

PD 400M. Temporary Multilisted Course. 1-5 Credits.
Repeatable.
PD 401. Research: [Topic]. 1-12 Credits.
Repeatable with change of topic.

PD 404. Internship: [Topic]. 1-12 Credits.
Repeatable with change of topic.

PD 405. Reading and Conference: [Topic]. 1-6 Credits.
Repeatable with change of topic.
Prereq: instructor's permission.

PD 406. Special Problems: [Topic]. 1-8 Credits.
Repeatable with change of topic.
Prereq: instructor's permission.

PD 407. Seminar: [Topic]. 1-4 Credits.

PD 408. Workshop: [Topic]. 1-6 Credits.
Repeatable with change of topic.

PD 410. Experimental Course: [Topic]. 1-6 Credits.
Repeatable.

PD 430. Computer-Assisted Design and Production. 4 Credits.
Meshes virtual design and physical design as students work on projects using shop tools and computer-aided design and manufacturing software and equipment.
Prereq: ART 115, ART 116, PD 223.

PD 440. Advanced Designers’ Tools. 4 Credits.
Designing a production line for twenty identical items.
Prereq: PD 340.

PD 483. Senior Studio I. 4 Credits.
Design studio focuses on personal questions that are explored through active design development. Questions may relate to issues of user interface, sustainability, or societal problems. Sequence with PD 484, PD 485. Repeatable twice for a maximum of 12 credits.

PD 484. Senior Studio II. 4 Credits.
Design studio focuses on global questions explored through active development. Questions may relate to issues of user interface, sustainability, or societal problems. Only for seniors with declared major status in architecture, art, interior architecture, or product design. Sequence with PD 483, 485. Repeatable twice for a maximum of 12 credits.
Pre- or coreq: PD 240, PD 323, PD 340, PD 350, PD 370, PD 430, PD 483; senior standing in product design.

PD 485. Senior Studio III. 4 Credits.
Design studio focuses on corporate questions that are explored through active design development. Questions may relate to issues of user interface, sustainability, or societal problems. Sequence with PD 483, 484. Repeatable twice for a maximum of 12 credits.
Pre- or coreq: PD 240, PD 323, PD 340, PD 350, PD 370, PD 430, PD 483, PD 484; senior standing in product design.

PD 486. BFA Studio I. 6 Credits.
Explores problems that stress design development through innovation and the responsibility to solve complex societal, functional, and aesthetic issues. Seminar component fosters theoretical, professional, and creative discussion.
Prereq: BFA standing.

PD 487. BFA Studio II. 6 Credits.
Second course in series of interactive studios in which students engage in independent project-based learning. Sequence with PD 486, PD 488.
Prereq: PD 486, BFA standing.

PD 488. BFA Studio III. 6 Credits.
Third course in series of interactive studio in which students engage in independent project-based learning. Sequence with PD 486, PD 487.
Prereq: PD 487, BFA standing.

Courses

SPD 601. Research: [Topic]. 1-6 Credits.
Repeatable.

SPD 604. Internship: [Topic]. 1-6 Credits.
Repeatable.

SPD 605. Reading and Conference: [Topic]. 1-6 Credits.
Repeatable.

SPD 606. Special Problems: [Topic]. 1-6 Credits.
Repeatable.

SPD 608. Workshop: [Topic]. 1-9 Credits.
Repeatable.

SPD 610. Experimental Course: [Topic]. 1-5 Credits.
Repeatable.

SPD 650. Sports Product Materials and Manufacturing. 3 Credits.
Explores the materials science, manufacturing, and sustainability theories applied in sports product design.
Prereq: SPD 684.

SPD 684. Research Methodology and Innovation Process Studio. 6 Credits.
Focuses on the design theories and methodologies used to design innovative sports products.

SPD 685. Sports Product Design Studio I. 6 Credits.
Explores the theories and creative problem-solving methods used to design solutions for sports soft goods. Theories of human thermoregulation, hydroprotection, support, aerodynamics, wearable technology, and kinematics.
Prereq: SPD 684.

SPD 686. Sports Product Design Studio II. 6 Credits.
Explores the theories and creative problem-solving methods used to design solutions for sports footwear. Mechanical theories of cushioning, stability, support, traction, and slipping-sliding.
Prereq: SPD 650, SPD 685.

SPD 687. Sports Product Design Studio III. 6 Credits.
Explores the theories and creative problem-solving methods used to design solutions for sports hard goods. Performance theories are considered to generate creative solutions.
Prereq: SPD 650, SPD 686.

SPD 688. Innovative Project Strategy Development Studio. 6 Credits.
First of a two-term capstone studio that critically examines the alignment of design, materials, science, sustainability, research, and business theories to create an innovative sports product design opportunity.
Prereq: SPD 650, SPD 687.

SPD 689. Collaborative Creation and Launch Studio. 9 Credits.
Second of a two-term capstone studio that critically examines the alignment of design, materials, science, research, and business theories to create an innovative sports product design opportunity.
Prereq: SPD 688.