



BACHELOR OF PRODUCT DESIGN

PROGRAM MODEL

The Bachelor of Product Design links creativity and innovation through the transformation of ideas into marketable products. Students in Product Design formulate sustainable and ethical design solutions that are both creative and marketable for the local and global economy. In our hands-on program, you will experience the entire product design process cycle. You will identify problems and explore many different fields such as recreational and technical gear, sportswear and accessories, protective, safety, and rescue equipment. Students explore product design in medical, industrial and technological contexts as well as everyday consumer goods. Our students also acquire marketing and business capabilities to strategize, develop and promote leading-edge prototypes and products, using new and existing materials.

Working in collaboration with professional associations and practicing designers, graduates develop and design products that are relevant for Canadian and international economies, providing product solutions for emerging needs that can improve people’s everyday lives and wellbeing.

YEAR ONE	Fall	Studio 1: Design Methods DEPD 1100	Visualization for Product Design DEPD 1110	Design Thinking DEPD 1130	Model Making DEPD 1140	Introduction to University Writing ENGL 1100
	Spring	Digital Technologies for Product Design DEPD 1220	Computer Fundamentals DEPD 1240	Construction Technologies DEPD 1250	Designing for Humanity FIND 1150	Interdisciplinary Design History II FIND 1220
YEAR TWO	Fall	Studio 2: Design Content DEPD 2310		Material Technology DEPD 2320	Transformative Thinking for Product Design DEPD 2330	Human Factors for Product Design DEPD 2331
	Spring	Studio 3: Design Context DEPD 2410		Production Technology DEPD 2420	Socio-Cultural Issues in Design DEPD 2430	Introduction to Marketing MRKT 1199
YEAR THREE	Fall	Studio 4: Design Engagement DEPD 3510		Production Cycle: Manufacture and Strategies DEPD 3520	Semiotics for Product Design DEPD 3530	Approved Elective
	Spring	Studio 5: Design Implementation DEPD 3610		Product Development for Manufacturing DEPD 3620	Industry Experience DEPD 3630	Approved Elective
YEAR FOUR	Fall	Studio 6: Design Evaluation DEPD 4710		Products & Business Scenarios DEPD 4720	Contemporary Issues in Marketing MRKT 4177	Approved Elective
	Spring	Studio 7: Design Projections DEPD 4810			The Business of Product Design DEPD 4831	Approved Elective

HOW TO APPLY

Admission Requirements:

- » English 12 with a min C+ (or equivalent)
- » Portfolio review & interview

Application Dates & Deadlines:

- » Apply between October 1 and March 1

Apply online
[**kpu.ca/apply**](https://kpu.ca/apply)

PORTFOLIO REVIEW & INTERVIEW

The Bachelor of Design in Product Design is a limited intake program with 22 first year seats available each Fall intake. Once you have completed your application, you will receive instructions on how to submit your portfolio through an online submission platform, where you will upload a PDF version of your portfolio. Eligible applicants who have met the application and documentation submission requirements will be contacted for an interview.

Applicants from a wide variety of backgrounds are invited to apply. In addition to KPU's General University admission requirements, the following program admission requirement applies: Portfolio Review and Interview.

The Portfolio:

- » You can include such items as drawings, illustrations, posters, typography, computer graphics, animation, video, paintings, printmaking, photography, drafting, crafts, sewn garments, and three-dimensional pieces.
- » Some of our students come from engineering, science, trades or technical programs and include projects showcasing programming, building or design skills.
- » A journal, sketchbook, collections of ideas, or process documentation for a project will help to demonstrate your thinking processes.
- » As you select work for presentation, keep in mind that we are interested in seeing what you consider to be your best work, demonstrating your skills and abilities. A wide range of varied items is better than several of the same kind of work. As a designer you will be expected to work on a wide repertoire of tasks, so you need to show versatility.
- » Also, if possible, include one project that shows how you began (e.g. research, notes, early sketches), through to development stages (revisions and tests), and then the final result. Design typically involves taking projects through several stages before completion.

- » Make sure that your work is logically organized. We want to understand your projects: explanations of what you were trying to achieve, dates, sizes, medium, whether school work or done in your own time.
- » Portfolios can take many acceptable forms. They can be: original pieces, printed reproductions, or digital files.

The Interview:

At the interview you will have the opportunity to:

- » Discuss your portfolio (previously uploaded on the online submission platform), describing the projects and your process with faculty;
- » Outline your reasons for applying to KPU's Product Design program;
- » Discuss your educational and career objectives, and;
- » Demonstrate your knowledge of this aspect of design.

Out-of-town applicants:

If you live out-of-town, province or country, you will be required to participate in an online/virtual interview.

kpu.ca/productdesign

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**WILSON
SCHOOL
OF DESIGN**



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