

# DSGN 297PD : CAPSTONE: PRODUCT DESIGN

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## Transcript title

Capstone: Product Design

## Credits

4

## Grading mode

Standard letter grades

## Total contact hours

80

## Other hours

80

## Prerequisites

DSGN 140.

## Course Description

Offers a culminating learning experience for students that blends advanced, individualized development with practical application of design skills and knowledge. Requires the design and development of a unique product or product line, encompassing all stages from initial concept to manufacturing readiness and includes in-depth market research, concept development, digital product design and evolution, brand development, packaging design, and preparation for outsourced manufacturing. Synthesizes the entire product design process to allow students to showcase their accumulated skills and creativity and prepare them for the professional world of product design. Repeatable for credit.

## Course learning outcomes

1. Craft a detailed concept statement and project timeline for a product or product line.
2. Complete extensive research to identify market gaps and opportunities for product development.
3. Design and develop a unique product or product line that is responsive to market needs.
4. Create distinctive branding and packaging designs that enhance product appeal and marketability.
5. Prepare the product or product line for outsourced manufacturing processes.

## Content outline

1. Project Conceptualization: Develop a clear concept and timeline for the product design project.
2. Market Gap Analysis: Engage in thorough market research to identify and understand unmet needs.
3. Product Design Process: Navigate the comprehensive process of digitally designing and developing a product or product line.
4. Branding and Packaging Innovation: Apply creative skills to develop compelling branding and packaging solutions.
5. Digital Manufacturing Logistics: Develop plans and specifications for the product or product line to facilitate outsourced manufacturing processes.

6. Presentation Strategy Development: Develop strategies to present the product or product line effectively in professional contexts, such as exhibitions or product pitches.

## Required materials

Students will need to provide specific materials used in this course; please see the syllabus for a detailed list.