PD488: BFA STUDIO III
Susan Sokolowski, PhD
Spring 2016
Mondays, Tuesdays & Thursdays from 4:00PM to 7:00PM
6 Credits

OBJECTIVE
This course will concentrate on the full development of a consumer product from ideation through to final model, packaging and point of purchase (POP) tech card/web interface. This course will also emphasize the role of marketplace, consumer/user, materials and methods of production.

GOALS
Upon completion of this course, students should be able to:
- Create and follow a product brief.
- Garner consumer/user insights to refine a new, innovative product design.
- Identify relevant resources to build product models/prototypes.
- Build a 1:1 scale looks like/feels like physical model.
- Design and develop packaging & POP tech card/web interface.
- Tell a cohesive product story, build a professional quality presentation/portfolio piece.

KEY MILESTONES (TENTATIVE)
4/7 2D Critique
4/14 3D Critique
4/21 Design Direction Presentation
5/10 3D Product and Packaging Concept Review
5/23 POP Critique
5/31 Final Preview
6/7 Final Review

FOR MORE INFORMATION
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