
This course is also open to ARTD BFAs in Portland

Students will discover their strengths as design practitioners, and learn how to apply them throughout the design/innovation research process. They will explore product-specific history, market, consumer, environment, materials/manufacturing & trend/color research, including data collection and basic data interpretation. Students will also conduct a user needs assessment, including competitive product and patent landscaping to develop unique product opportunities/product briefs that will lead into new product ideation/development.