New! Product Design Courses Fall 2011 7 Week Courses!

PDes 5701: Creativity, Idea Generation, and Innovation. 2 credits.

Introduction to a variety of creativity and idea generation tools with an emphasis on innovative product concept development. Students apply different toolsets to an ongoing project. Starting with a general theme, students explore problems and concepts, practice using a variety of idea generation tools, and learn methods of evaluating/selecting concepts. Customer needs, benchmarking, and intellectual property.

PDes 5702: Concept Sketching and Rendering. 2 credits.

Sketching and marker rendering for communication of conceptual product design. Free-hand 2-point perspective. Weekly drawing assignments/presentations. Students keep a sketchbook to develop ideas/drawings.