

## Product Design | BFA

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Associate Professor

Director of Industrial Design



Hugo Boss Orange

Design Development

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DESIGN NOTE:

**PROJECT OBJECTIVE:**  
DESIGN A NEW SPORT  
WATCH INCORPORAT-  
ING BOSS ORANGE WATCH  
CODES AND ICONIC DESIGN  
ELEMENTS WITH UPCOM-  
ING WATCH AND FASHION  
TRENDS.

**TECHNICAL INPUT:**  
• CASE MATERIAL: STAIN-  
LESS STEEL, ROUND CASE  
45MM  
• MULTI-FUNCTION MOVEMENT  
• FREE-FALL SILICONE  
STRAPS

## Why attend to MSU Product Design?

1. This is the most rigorous program in the area.
2. Industry sponsored projects
3. Study abroad opportunity
4. In-state and out of state internship opportunities
5. Highly committed students
6. Highly committed faculty
7. Thigh community
8. A truly inspiring design environment
9. Small class sizes
10. Safe neighborhood and campus
11. 90% job placement rate.

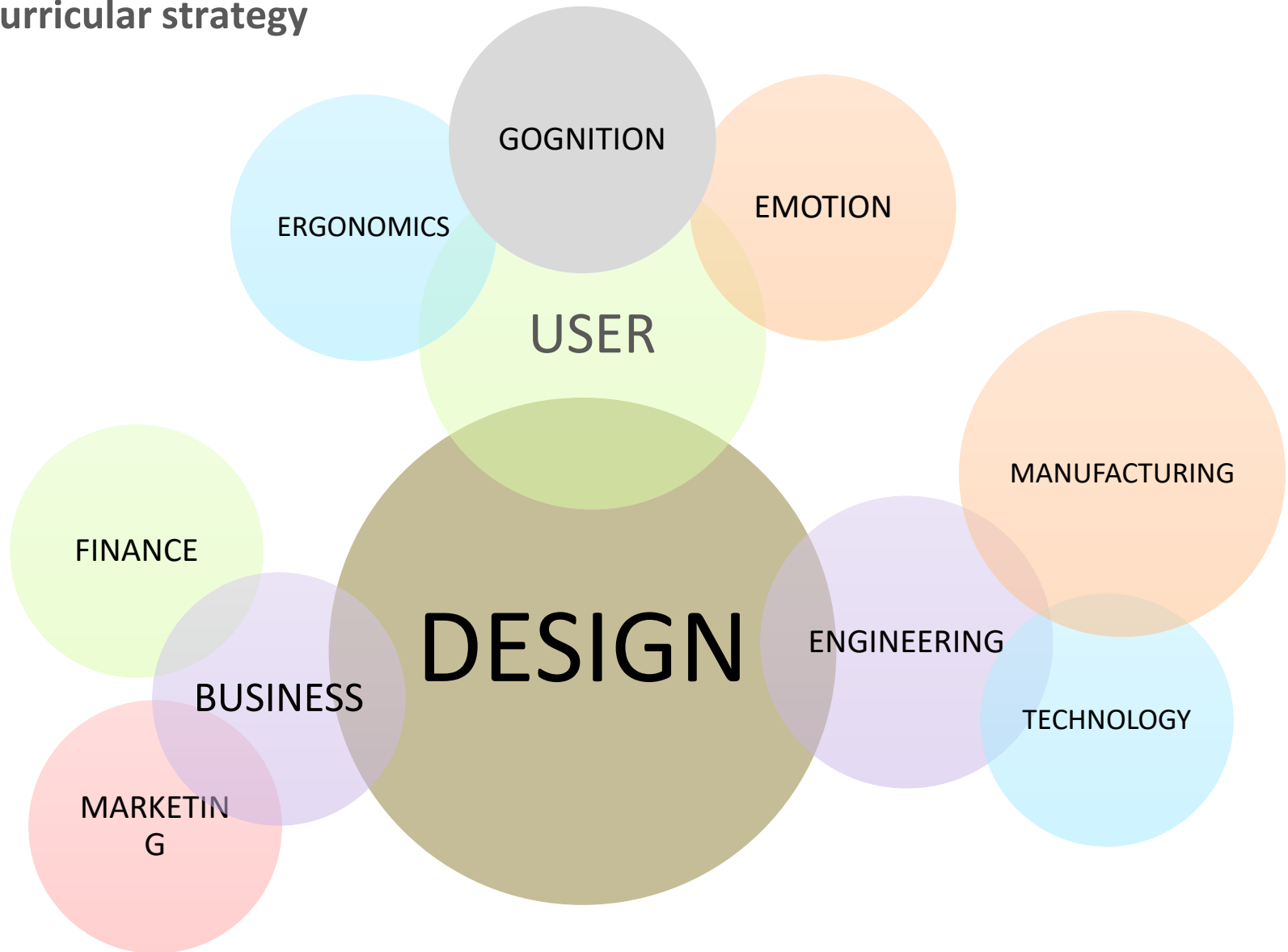
## Program learning objectives based on typical entry level job requirements

- A. Excellent free hand sketching and visualization skills.
- B. Effortless ability to communicate industrial design intent
- C. High skill level of SolidWorks
- D. Fluency with Photoshop, Illustrator, InDesign , Sketchbook Pro, Keyshot,
- E. Exceptional professional written and verbal communication skills
- F. Understanding of common manufacturing processes
- G. Portfolio demonstrating process through sketches, renderings, visual thinking, storyboards and CAD modeling
- H. Demonstrate the ability to collaborate in a team environment and handle multiple projects
- I. Requires occasional domestic and international travel.

## Program learning objectives based on typical entry level job requirements

- J. Exceptional team player who plays well with others
- K. Positive attitude and takes criticism well
- L. Self-Motivated, pro-active thinker and ability to quickly conceptualize ideas.
- M. Capable of multi-tasking and managing multiple priorities.
- N. Excellent creative problem solving
- O. Detail oriented
- P. Must have strong project and time management skills.
- Q. Passionate about design

## The curricular strategy



# The curricular strategy – freshman year

## New 4-Year Study Plan



DEPARTMENT OF ART & DESIGN

### Program Requirements for Bachelor of Fine Arts Degree in Product Design (120 credits)

#### RECOMMENDED 4-YEAR PLAN OF STUDY

This recommended four-year plan is provided as a broad framework that students can follow in order to complete their degree requirements within four years. Students should always consult their academic advisor before registering for classes.

#### New Program of Study

Fall	16	Spring Semester	15
PRDN100-Design Sketching	3	PRDN101 Design Rendering	3
ARFD100 Perceptual Drawing	3	PRDN111 Model Making and Prototyping	3
ARFD101 Process and Media I: Surface	3	ARFD103 Color and Light	3
ARHT102 Visual Culture	3	ARFD106 Digital Literacy	3
GER-WRIT105 College Writing I	3	GER-WRIT106 College Writing II	3
GER-GNED199 New Student Seminar	1		

## Internship placements

1. Movado Group
2. New Balance
3. Cobra – Puma – Golf
4. Fisher Price
5. DKNY Footwear
6. Randa Luggage
7. Under Armour (footwear)
8. Siemens
9. Becton Dickinson
10. Marchon Eyewear
11. Quirky Design
12. Aqua Products
13. Pac Team America
14. EK Success
15. Cases by Source
16. MZ Berger
17. Tolin Design and Engineering
18. Nova Technology
19. SDI Technologies
20. Speed Max Technologies
21. RHG Architecture + Design
22. OK Originals Ltd.
23. Innovative Plastics
24. Lapatka Associates
25. Cocomo Connection Inc.
26. Utleys Model and Prototype
27. Zoku Design
28. P9 Design
29. Ten One Design
30. HS Design

## Full time job placement is at 90%

### Apparels / accessories

1. Movado Group
2. Fossil
3. Samsonite
4. Ricardo Beverly Hills
5. Randa Luggage
6. MZ Wallace
7. Marchon Eyewear
8. Icon Eyewear
9. Juicy Couture
10. Victoria's Secrets Ltd Brand
11. OK Originals Ltd
12. The Children's Place
13. Chez By Cheryl
14. High IntenCity
15. The Concept Kick Labs

### Toy design

1. Toys R Us,
2. Daydream Toys
3. KID Designs
4. EK Success

### Furniture and Interior

1. Telcar Corporate Interiors
2. Liberty Science Center
3. J&M Lifestyles
4. Ali Khan
5. Vacheron Constantin

### Packaging

1. PepsiCo
2. Innovative Plastics

### Design firms

1. The Concept Kick Labs
2. FD-ID
3. Jim Best Design
4. Insync Design

### Home

1. Town and Country Living
2. Aqua Products
3. Cambridge Silversmiths, Ltd.
4. Impact Display Group

### Custom products

1. Amsterdam Printing
2. MZ Berger
3. Cotapaxi



## Study abroad



### Moholy-Nagy University, Budapest

- Mercedes-Benz Sponsored Transportation Design
- Articulation Agreement

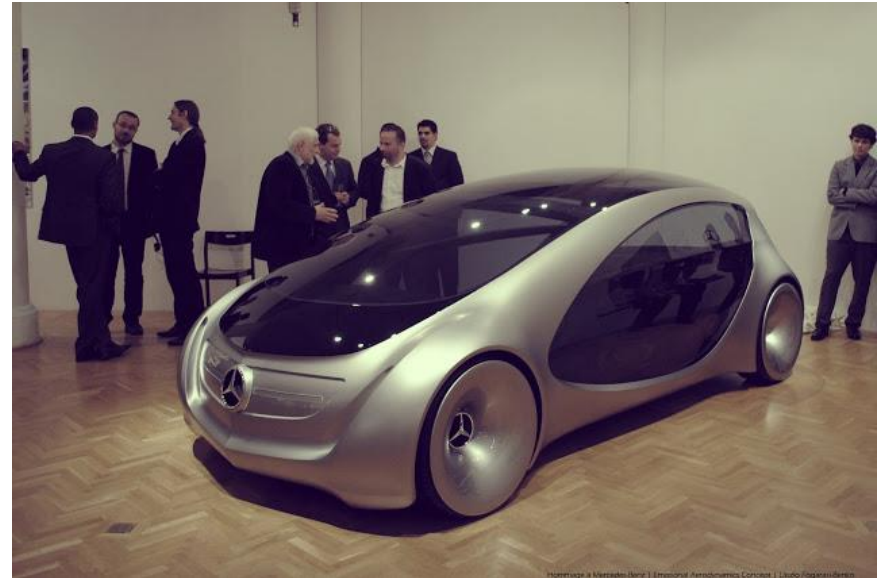


## Study abroad

Designers must be able to function in a global setting, collaborate on a global scale and design products for global markets.

Students gain invaluable insights by spending a semester abroad and the knowledge experience they gain will make them more marketable than their peers at other institutions.

Exhibition of student designs in the Museum of Applied Arts



## Design Studio Atmosphere



## Design Studio Atmosphere



## Student work – Freshman



## Student work – Freshman



Geoff LaCorte 2014

## Student work – Sophomore



## Student work – Junior





## Student work – Junior



## Student work – Junior



## Student work – Junior Study Abroad



# Student work – Junior Internship



## Student work – Senior Thesis



Thank you for your interest  
in the Product Design major at  
Montclair State University!