



# BACHELOR OF ARTS IN PRODUCT DESIGN

Design permeates our world: the objects we live with, the cars we drive, the way we punch keys of our smartphones. Our degree in product design explores these multifaceted applications and teaches you how to think in a way that solves design problems. As a product designer, you will combine art, science and technology to create innovative products and services.

**Career options:** product designer, industrial designer, car/transportation designer, interaction designer, furniture designer, service and experience designer

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## COURSEWORK FOR B.A. IN PRODUCT DESIGN

Foundations Studio II-III

Design Studio II-III

Design Foundation

Drawing Fundamentals

Visual Communication I

Human Factors

Visualization & Storytelling

Theory and History of Design

Manufacturing and Production Systems

CAD Rendering for Product

Design for Sustainability I

Design of Materials

Experience Design

Design of Interactive Products

Design Research

Research: PD Methods, Materials, and Technology

Furniture Design

Product Design Studio I-IX

Professional Practice

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## MEET THE DEAN OF DESIGN PROGRAMS

### Dr. Elena Pacenti

Elena Pacenti is the Dean of the School of Design at NewSchool of Architecture & Design. Pacenti comes from Domus Academy in Milan, Italy, which is one of the top-ranked design schools in the world. She leads the development of new global design education programs, such as NewSchool's Bachelor of Interior Architecture & Design, that prepare students for careers in international design. Throughout her career, she has focused on research and application of theory and practice in the areas of service and product design.

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**Contact us for more information:** 619.684.8766 or [enrollment@newschoolarch.edu](mailto:enrollment@newschoolarch.edu)