



ABOVE Claire Chuff, 2020

The fusion of design, technology, and making is in high demand, expanding the roles available for creative professionals.

MICA's BFA in Product Design capitalizes on the developing future visions of the industry, offering a hands-on curriculum that gives students a deep knowledge of design thinking methods, sustainability, entrepreneurship, materials, and manufacturing processes, along with the ability to be sensitive to the changing needs of society. They become well-educated designers capable of reimagining objects or systems— and inventing new ones—that will shape the future.

BFA CHAIR

Leslie Speer

STUDENTS

24 UG students

PRODUCT DESIGN

SOFTWARE & HARDWARE

Adobe Creative Suite, Mural, various VR/AR platforms, KeyShot, Autodesk Fusion 360

DESIGN SKILLS

Prototyping, model making, user and human centered design, sustainability, ideation, collaboration, sketching and sketch modeling, testing concepts, material sourcing, inclusive design, toy design, entrepreneurship, furniture design, communication design, and social innovation

ELECTIVES & KEY CLASSES

Introduction to Product Design, Design Studio: Fundamentals, Design Studio: Materials & Production, Universal Design, Design Ethics & Sustainability, Design for a Circular Economy, User Centered Design Workshop,

Entrepreneurship Workshop, Social Innovation Workshop, Design + Collaboration: Furniture, Design for Play: Toy Workshop, Communication Platforms in Design, Thesis Seminar: Megatrends; Thesis Studio

TYPICAL STUDIO MINORS

Graphic Design, Sustainability & Social Practice, Humanistic Studies

INDUSTRY COLLABORATIONS

Product Design works with regional and national industry partners, including Procter & Gamble, Stanley Black & Decker, Emeco, MedRhythms, Glyndon Lord Baltimore Cleaners, and more. We also collaborate with many of MICA's departments such as Fiber, Architecture, Game Design, and Interactive Arts, developing curricular

and co-curricular projects. Externally, students collaborate with engineers and business students at institutions including Johns Hopkins and MIT as well as government, NGO, and local business partners.

INTERNSHIP PARTNERSHIPS

Procter & Gamble, Ibis Bicycles, Longevity, KeyTech, and other local small businesses.

TYPICAL & NONTYPICAL PATHS

Product design, industrial design, maker lab tech, social design, entrepreneur, toy design, furniture design, digital product design, exhibit design, experience design, lifestyle design

NOTABLE ALUMNI

The first graduates of the new **BFA in Product Design** have landed jobs upon graduation with Baltimore companies like **Open Works**, **RPM Tech**, and **Anything Wood and Metal**, along with regional companies like **Core Home** in New York City. Alumni from a variety of MICA's academic programs— including graphic design, architectural design, and fiber—are working as product and object designers. They include a design director at **Procter & Gamble**; a senior brand designer at **Hasbro**; a 3D designer for **Under Armour**; and the designer/ founder of **Danae Inc.**, a Baltimore 3D Printing company.

REASONS TO HIRE A PRODUCT DESIGN MAJOR

Product designers bring a holistic and human centered perspective to any team in any industry that is focused on innovation and change. Today, change is core to most industries and product designers have a comfort with risk

and ambiguity that is rare but much needed in today's world. They can envision new pathways and solutions in collaboration with teams of people from diverse backgrounds and experiences. Technology becomes more approachable with a product designer on a team.

LEARN MORE

@ mica_productdesign

mica.edu/undergraduate-majors-minors/product-design-major/