

OUTDOOR PRODUCT DESIGN & DEVELOPMENT

School of Applied Sciences, Technology & Education/Utah State University



DESIGN THINKING *workforce*
development DIGITAL TECHNOLOGY
MATERIALS *socio-cultural issues*
employability skills SOURCING
RELEVANCE *critical thinking*

WHY STUDY OUTDOOR PRODUCT DESIGN & DEVELOPMENT?

Utah State University is responding to the demand for a trained workforce in outdoor product design and development by creating an innovative and industry-inspired degree program. Not only is the industry calling for a trained workforce, but the demand for new and innovative outdoor products continues to rise. According to the Outdoor Industry Association (2012), more than 140 million Americans make outdoor recreation a priority. This fact is illustrated by the over \$646 billion that was spent on outdoor products in 2012 (Outdoor Industry Association, 2012). Outdoor recreation is a growing and diverse economic super sector that is a vital cornerstone of successful communities that cannot be ignored (OIA, 2012). Outdoor recreation is no longer a "nice to have", but it is a "must have" that provides a strong outlook for employment opportunities for future graduates. A bachelors degree in outdoor product design and development connects students to industry leaders and has been developed with assistance from the world's leading technical designers, world's largest fabric manufacturer and heads of outdoor product companies. Join the movement today!



COURSES & LEARNING EXPERIENCES INCLUDED IN THE NEW PROGRAM



HIGH NEED FOR FUTURE EMPLOYEES THAT CAN INTEGRATE TECHNICAL DESIGN, TECHNOLOGY, ENGINEERING, AND COMMUNICATION SKILLS TO PROFESSIONAL PRACTICE



COURSE OFFERINGS:

- *Outdoor Product Design & Development Professional Seminar
- *Design Thinking, Methods & Materials
- *Color Theory & Design
- *Digital Design Technologies for Outdoor Products
- *Aesthetics, Human Factors, & Brand Image
- *Clothing Production Principles
- *Studio Experiences during Junior/Senior Years
- *Outdoor Product Design & Development Industry Experience



PROGRAM INCLUDES TECHNICAL SKILLS (THROUGHOUT THE PROCESS OF CLOTHING DESIGN, PRODUCTION, & MANUFACTURING) & SOFT SKILLS SUCH AS COMMUNICATION, PROBLEM SOLVING & CRITICAL THINKING.

A GATEWAY TO A HIGH DEMAND PROFESSION



UTAH IS THE PREMIERE PLACE FOR OUTDOOR RECREATION

A degree in Outdoor Product Design & Development from Utah State University is the first step to a **high skill, high wage, high demand career** opportunity. Many of the skills needed for **success** are included in the goals guiding the course curriculum and assessments. **Complex 21st century skills** are integrated into the program courses to ensure that graduates are well-rounded and prepared for working in a complex industry and environment. Student needs are addressed through **hands-on educational and studio-based experiences** that integrate **developmentally appropriate theory** and **research-based teaching strategies** to facilitate learning for the future professional.

For more information, please visit <http://www.outdoorproductdevelopment.org>

UtahStateUniversity

OUTDOOR PRODUCT DESIGN & DEVELOPMENT DEGREE PLAN

Freshman Year (28 credits):

Fall Semester (16 credits):

OPDD 1700: OPDD Professional Seminar (1 credit)
FCSE 1140: Introductory Sewing (2 credits)
WATS 1200: Biodiversity and Sustainability (BLS, 3 credits)
ENGL 1010: Introduction to Writing: Academic Prose (3 credits)
TEE 1200: Computer Aided Drafting and Design (3 credits)
MATH 1050: College Algebra (QL, 4 credits)

Spring Semester (13 credits):

OPDD 1700: OPDD Professional Seminar (1 credit)
FCSE 2040: Clothing Production Principles (3 credits)
CMST 1020: Public Speaking or CMST 2110: Interpersonal Communication or
PHIL 2400: Ethics (BHU 3 credits)
OPDD 1750: History of the Outdoor Industry (BCA, 3 credits)
ART 1020: Drawing 1 (3 credits)

Sophomore Year (32 credits):

Fall Semester (16 credits):

OPDD 1700: OPDD Professional Seminar (1 credit)
TEE 1030: Material Processing Systems (3 credits)
ENGL 2010: Intermediate Writing: Research in a Persuasive Mode (3 credits)
FCSE 3040: Advanced Clothing Production (3 credits)
OPDD 3400: Color Theory & Design (3 credits)
ECN 1500: Introduction to Economic Institutions, History, and Principles
(BAI, 3 credits)

Spring Semester (13 credits):

OPDD 1700: OPDD Professional Seminar (1 credit)
CHEM 1110: General Chemistry (BPS, 3 credits)
OPDD 3030: Design Thinking, Methods & Materials (3 credits)
OPDD/FCSE 4040: Advanced Clothing Studies: Couture and Tailoring (3 credits)
STAT 1040: Introduction to Statistics (QL, 3 credits)

Summer Semester (3 credits):

OPDD 4250: Outdoor Product Design & Development Industry Experience (3 credits)

Junior Year (33 credits):

Fall Semester (17 credits):

OPDD 1700: OPDD Professional Seminar (1 credit)
FCSE 3080: Dress & Humanity (DHA, 3 credits)
FCSE 3030: Textile Science (DSC, QL, 4 credits)
OPDD 3760: Outdoor Product Design & Development Studio I (3 credits)
LAEP 2039: Foundations of Sustainable Systems (3 credits)
OPDD 4420: Digital Design Technologies for Outdoor Products I (3 credits)

Spring Semester (13 credits):

OPDD 1700: OPDD Professional Seminar (1 credit)
OPDD 3770: Outdoor Product Design & Development Studio II (3 credits)
ENVS 2340: Natural Resources and Society (BSS, 3 credits)
JCOM 2010: Media Smarts: Making Sense of the Information Age (BSS, 3 credits)
OPDD 4430: Digital Design Technologies for Outdoor Products II (3 credits)

Summer Semester (3 credits):

OPDD 4250: Outdoor Product Design & Development Industry Experience (3 credits)

Senior Year (27 credits):

Fall Semester (13 credits)

OPDD 1700: OPDD Professional Seminar (1 credit)
OPDD 4750: Senior Design Studio I (3 credits)
MGT 3500: Fundamentals of Marketing (3 credits)
MGT 2050: Legal and Ethical Environment of Business (3 credits)
OPDD 4440: Aesthetics, Human Factors & Brand Image (3 credits)

Spring Semester (14 credits)

OPDD 1700: OPDD Professional Seminar (1 credit)
OPDD 4760: Senior Design Studio II (3 credits)
OPDD 4770: Senior Exhibit (1 credit)
MGT 4070: Retail Management (CI, 3 credits)
CMST 3330: Intercultural Communication (DSS, 3 credits)
MGT 3510: New Venture Fundamentals (3 credits)