



## PNCA|PENSOLE 12-week DESIGN INTENSIVE

### COURSE OVERVIEW:

- Objectives of the PNCA|PENSOLE 12-week Design Intensive:
  - Provide concentrated study in Product Creation (through emphases in Color & Material Design, Footwear Design, and Functional Apparel & Accessory Design) at the pre-professional level.
  - Provide a direct path to industry mentors (design directors and designers) who will give feedback and help build students knowledge of the industry.

In the program's inaugural academic year, we worked with 45 students (27 students in F17, 18 students in S18). Twenty of those students currently have paid work within the Product Creation Industry. Our third session will be ending December 2018. We look forward to working with you in our fourth session!

### Brand/Marketing positions:

PENSOLE | [Videographer/Video Editor](#)

### Color + Material positions:

ADIDAS | [Color + Materials Designer](#)

NIKE | [Color Designer](#)

### Design Education positions:

PENSOLE | [Shop Manager](#)

PENSOLE | [Programs and Education Lead](#)

PENSOLE | [Teaching Assistant](#)

U of O | SPORTS PRODUCT DESIGN | [Associate Professor](#)

### Design Interns:

NEW BALANCE | [Color, Material, and Concept Design Intern](#)

SPECIALIZED | [Design Intern](#)

THE NORTH FACE | [Color + Material Intern](#)

### Footwear positions:

CROCS | [Associate Footwear Designer](#)

GENERATED | [Footwear Designer](#)

TOPPER | [Footwear Designer](#)

**Product Developer positions:**

NIKE | Product Developer Support

SELINI NEW YORK | Product Developer

**Product Designer (various) positions:**

SIDFACTOR | Product Designer (Apparel)

4F | Apparel Designer

INDIVIDUAL | Freelance Product Designer

SLEEPYPOD | Industrial Designer

**COURSEWORK COVERED:**

**1) Survey of Product Creation (1.5 credits)**

This course is a combination of Design Thinking/Methods and Product Creation History. By introducing artist/designers from the historical timeline, we then layer with assessment through contemplative and reflective projects that apply a Design Thinking/Method from the design student's personal point of view.

***Intro to Design Thinking/Methods***

We survey the scope of design thinking and design methods and how they can be applied to everyday thinking. Spanning personal perspective to the global perspective, students will combine imaginative and investigative exploration to problem solve. Students will develop visual literacy for communicative representations of their findings.

Learning Outcomes

- Current topics in the Global Community
- Research and Problems Solving through Creative Thinking + Methodologies
- Visual Literacy Presentation

***History of Product Creation:***

A historical look at Product Creation which will cover precedents from the following fields of design through the lens of Form Development and Disruptive Thinking: Footwear/Functional Apparel-Fashion/Product-Industrial Design/Architecture/Graphic Design. We highlighting historical events that shape Art/Design/Culture.

Learning Outcome

- Topics from Product Creation History
- Cross-disciplinary Artist and Designers as presidents in FORM DEVELOPMENT and DISRUPTIVE THINKING
- Research, assessment and application to current/new design development

**2) Foundations in Professional Development (1.5 credits)**

Students are exposed to the expectations of the professional environment in the design industry. Emphasis is placed on developing students' communication/presentation skills, resumes, preparation for job interviews, development of professional portfolios, websites, and networking. Students will be paired with a mentor

from the Integrated Studio Sponsor Company. Students and mentors will meet periodically and touch base on milestones throughout the program.

#### Learning Outcomes

- Personal brand marketing
- Color Theory for branding
- Website/Portfolio building
- Networking
- Professional relationship building

### **3a) Interdisciplinary Design Studio (6 credits)**

Students work in interdisciplinary teams composed of the following designers: Footwear Design, Functional Apparel or Accessory Design, and Color + Material Design modeled after the structure of a Product Creation Department. We will be adding a 3D Materialization student and 3D Footwear Modeling students to the Design Intensive for S19. These students will work on a maximum of 2-3 teams for modeling/rendering final designs.

- Students work as a team for overall Design Direction and Goals. Guided by the 3 track founders, a strong balance of ethnography, problem solving, visual thinking strategies and storytelling needed to create strong design solutions, students will work toward the end goals individually within their track as well as on their team.
- Students will also work with a Concept Creator to learn rough prototyping for product design, tech pack creation, and handover meeting to have a first pull-over (proto) made. Students/Concept Creators will go through a second round of revisions for a final sample.
- Students will also have brand mentors (that currently hold the title of job that the student designer is working in) that will periodically check in, via scheduled presentations/debriefs, as well as impromptu critiques.
- All students receive a 3 day crash course in a Color & Material Overview, to better understand and influence designing product for functionality and for production.

#### Learning Outcomes

- Design Brief (translation)
- Design Statement (application)
- Inspiration Research (utilizing solution based research methods and trend based research methods)
- Consumer Research (utilizing qualitative and quantitative research methods)
- Application of research to Design Process/Final Product
- Establishment of Design Methods through Creative Thinking
- Tech Pack Design
- Visual Literacy/Presentations

In addition to the above, Color + Material Design students specialize in the following:

- Storytelling through Color Boards
- Color as it applies to different materials
- Color Blocking
- Color Merchandising
- Digital Repeat Pattern Creation
- Materials and Processes: Soft Goods + Hard Goods

- A survey of materials for soft + hard good product creation: Leather, Synthetic and Man Made, Textiles, Natural Fibers, Polyurethanes. Layering on different applications/processes to manipulate and transform the materials.
- Knowledge and terminology of material properties in relation to footwear, functional accessory, and functional apparel production.
- Survey of mass production and supply chain logistics for the above materials.

In addition to the above, Footwear Design students will learn about Tooling Design.

- Emphasis is placed on the brief that prescribes the performance and functionality that this product must deliver for. Students will utilize research, deductive design reasoning, hand sketching, digital sketching, 3D modeling and 2D tech pack skills to develop this product. Prototypes of the designs will be made by or partner Vibram.

### **3) Technical Design Practice for Product Creation (3 credits)**

Illustrator, Photoshop, Computer Rendering

Learning Outcomes

- Application of 2D technical drawings for Footwear, Functional Apparel, and Color/Material technical packs.
- Proficiency of the Adobe Creative Suite (Illustrator, Photoshop) and SketchUp.

### **RECAP:**

Taking cues from the product industry and foundational learning philosophies from Bauhaus and Black Mountain College, this Design Intensive will provide rigorous learning, by incorporating the following:

- Students work in triads (1 Color & Material Designer, 1, Footwear Designer, and 1 Functional Apparel & Accessory Designer) for the duration of the intensive on individual projects and then present their collection as a team. We teach the way the industry works, which is not done anywhere else in higher education.
- Instructors who have worked in the industry in various capacities (over 100 years of combined experience).
- Integrated Studio Sponsor Company. Offering the students current content that is being utilized in the workplace, such as: brand methodology, new technology, and vendor knowledge and materials.
- Mentors currently in the industry that will be paired with students throughout the entire length of the program and aid in student development on a professional, industry-related capacity.

By instilling these design practices, students are better prepared for a life of creative practice.