

## Coursework

Beginning with a strong foundation in Product Design, students in their fourth term may move into an advised series of studio and academic courses concentrating on Wearables and Soft Goods as they progress toward completing their BS degree. The concentration focuses on the human-centered design process, problem solving and material innovation. In addition to the core Foundation courses in Product Design, the program of study includes courses in:

- Apparel and accessories design
- Sewing lab
- 3D modeling and prototyping
- Dynamic figure drawing
- PENSOLE Footwear Design Workshop
- Color and materials exploration
- Trend insights
- Branding and collections

## How to apply

This new focus, available to Product Design students entering their fourth term, will be available in Fall 2015.

Admission is ongoing, but following are convenient priority application dates:  
October 1 for Spring term  
January 15 for Summer term  
February 15 for Fall term

For more information, including application guidelines and portfolio requirements, visit [artcenter.edu/admissions](http://artcenter.edu/admissions) or call 626 396-2373.



Above: DJ headphones by Danny Lin, created in Product 5. Cover: Performance suit for space travel by Joel Greenspan, created in Apparel Design course.



# Wearables and Soft Goods

A new concentration in Product Design  
at Art Center College of Design

## Wearables and Soft Goods: A new concentration in Product Design

Anything that is worn by or on the body—shoes, clothing, bags, equipment and accessories—falls into the product design specialization known as Wearables and Soft Goods.

Over the last couple of decades, numerous alumni from Art Center's industrial design undergraduate programs have developed successful careers in the footwear, apparel and athletic equipment industry. They have been leading innovation for companies like Nike and Adidas, and now, with the emergence of wearable technology, they are also innovating "head-to-toe" products and systems that address health, wellness, fitness and other human-centered needs. In smaller companies, they have been applying their product design training to bags,

*"As wearable technology become more and more prominent in our lives, be it in apparel or in footwear, Art Center is in a great position to offer a best-in-class Product Design program that prepares students for an evolving technological landscape."*

—Safir Bellali (BS 01)

Director of design innovation, Vans Inc.

fashion and accessories, in positions traditionally held by fashion designers. As independent design entrepreneurs, Art Center alumni have developed brands around soft goods and wearable lifestyle accessories.

Recognizing these trends, the Product Design department is introducing new courses focused on this area.



Scott Schenone, who interned at Nike, created this style sketch of snowsuits.

## Educational and career opportunities

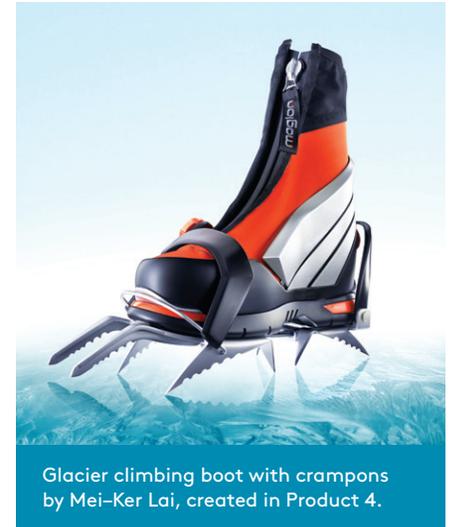
Whether your goal is to join the design studio for a major manufacturer (such as Adidas, Nike, The North Face or Giro) or to become a "design entrepreneur" taking your own ideas from concept to marketplace, Art Center will help you get there.

Led by faculty with strong professional ties to industry, Product Design at Art Center provides you with a foundation in the design process, grounded in a human-centered approach and in professional practice. Along with core visual, creative, technical and analytical skills, you gain a comprehensive understanding of design research methodologies, business principles, materials technologies, manufacturing processes, global trends and sustainability through our state-of-the-art research lab, CMTEL (Color, Materials and Trends Exploration Laboratory).

*"Soft goods design is a growing and relevant design discipline, and having knowledge and training in this field gives students a leg up in the innovation economy."*

—Joe Tan (BS 94)

Founder and design director, Moreless  
Co-founder and former chief design officer, Incase



Glacier climbing boot with crampons by Mei-Ker Lai, created in Product 4.



Mike Kim's project Audionauts, developed in the course Creative Strategies, won a 2012 IDEA Gold award.