Product Design
Bachelor of Science
2025-2026

General Areas of Service:

This major focuses on the design of user-friendly products and systems. Through an insight-driven design process, students develop meaningful and innovative products. Students work in a studio environment where collaboration and critical thinking are encouraged. Product Design at Walla Walla University is at the nexus of innovation and human-centered design. Students are taught how to innovate through a process of research, discovery, insight development, ideation, prototyping, rendering, and manufacturing.

Product designers develop the concepts for manufactured products, such as furniture, home appliances, and medical devices. They combine art, business, and engineering to make products that people use every day. Majors take a variety of classes in design principles, theory, and design thinking methodologies that serve as the foundation for decision-making. Students supplement their design education by taking courses in drawing and modeling (both manually and by computer), illustration, fine art, graphic design, material studies, photography, and computer 3D modeling. Product design students learn effective communication and people skills for working with both designers and non-designers. Students engage entities and businesses at both the local and regional level to address real world problems, implementing hands-on research, interviews, and ethnographic techniques. In addition, students are taught branding and marketing principles preparing them for the design workforce as employees, consultants, or entrepreneurs.

Product designers imagine how consumers might use a product and test different designs with consumers to see how each design looks and works. Product designers often work with engineers, production experts, and marketing specialists to find out if their designs are feasible and to apply their colleagues' professional expertise to their designs. For example, product designers may work with marketing specialists to develop plans to market new product designs to consumers.

The Product Design program is well equipped to train designers in the latest technologies. Students work on both PCs and Macintosh computers using the latest industry standard graphic design and 3D modeling software. Students also have access to high quality printers and scanners, 3D printers, CNC routers, laser cutter, various plastic molding equipment, as well as a walk-in paint booth and fully equipped welding, woodworking, metalworking labs, industry-level sewing machines, injection mold equipment, and ceramic kiln.

Professional Training:

A Bachelor's degree in product design is usually required for entry-level product design jobs. Most design programs include the courses that industrial designers need in design: sketching, computer-aided design and drafting (CADD), industrial materials and processes, and manufacturing methods.

Job Outlook and Earnings:

The Bureau of Labor Statistics (BLS) reports, "Employment of industrial designers is projected to grow 2 percent from 2022 to 2032, about as fast as the average for all occupations. About 2,200 openings for industrial designers are projected each year, on average, over the decade. Many of those openings are expected to result from the need to replace workers who transfer to different occupations or exit the labor force, such as to retire." (See www.bls.gov) The median annual wage for industrial designers was $76,250 in May 2023. Wages vary depending on the career path chosen and experience gained, as with most occupations. (See www.bls.gov)

TECHNOLOGY DEPARTMENT

Canaday Technology Center
(509) 527-2712

Websites

Walla Walla University
University Bulletin

Design Program Technology Department

Faculty

Chair
Rob Holm

Advisors
Jefre Humbert
Josie Henderson

Professional Organizations

Industrial Design Society of America

Additional Sources

U.S. Bureau of Labor Statistics Arts and Design Occupations

Suggested Degree Path

TOTAL CREDITS REQUIRED: 192 cr. GENERAL STUDIES REQUIREMENTS: 72-81 cr. See the Undergraduate Bulletin for Details The chart below details one suggested path a student may take to complete a bachelor of Science degree on Product Design

All B.A. degrees require a minor

Cognates are listed in *italics.*

Freshman Year

Fall Courses	Hours
Intro to Design (DSGN 101)	4
Fundamentals of CAD (PRDN 121)	2
Intro to Basic Woodworking (TECH 220)	2
Welding Option (TECH 137 OR 138)	2
Intro to Analytical Writing (ENGL 121)	3
General Studies	3
Total	16

Winter Courses	Hours
Design Principles I (DSGN 110)	4
Intro to Fine Woodworking (TECH 223)	2
General Studies Math	4
Intro to Research Writing (ENGL 122)	3
General Studies	3
Total	16

Spring Courses	Hours
Design Principles II (DSGN 111)	4
Models & Prototypes (PRDN 120)	3
3D Design I (PRDN 130)	3
General Studies	6
Total	16

Sophomore Year

Fall Courses	Hours
Fabrication and Machining I (TECH 241)	4
3D Design II (PRDN 230)	3
Research Writing (ENGL 223)	3
**Science Sequence Option*	*(4)*
General Studies	2-6
Total	16

Winter Courses	Hours
3D Design III (PRDN 330)	3
Materials & Processes (TECH 235)	4
Design Theory, History, & Criticism (DSGN 215)	4
General Studies	5
Total	16

Spring Courses	Hours
Product Design Studio I(PRDN 210)	4
Presentation Graphics for PD (PRDN 266)	4
***Marketing Option (MKTG 384)*	*(4)*
General Studies	4-8
Total	16

Junior Year

Fall Courses	Hours
CNC Prototyping (TECH 335)	3
***Marketing Option (MKTG 383)*	*(4)*
Fund. of Packaging (DSGN 370)	4
General Studies	1-9
Total	16

Winter Courses	Hours
Product Design Studio II (PRDN 310)	4
**Science Sequence Option*	*4*
***Marketing Option (MKTG 381)*	*(4)*
Web Design Studio (VISD 263)	4
General Studies	0-4
Total	16

Spring Courses	Hours
Environment Design (PRDN 345)	4
Portfolio Design (VIS 373)	4
**Science Sequence Option*	*(4)*
Design Strategies & Methodologies (DSGN 312)	4
General Studies	0-4
Total	16

Senior Year

Fall Courses	Hours
Product Design Studio III (PRDN 410)	4
***Art Option (ART 324)*	*(3)*
Portfolio Design (GRPH 492)	3
Internship (TECH 490)	0-4
General Studies	6-9
Total	16

Winter Courses	Hours
Senior Project Studio (PRDN 411)	4
***Art Option (ART 325)*	*(3)*
Internship (TECH 490)	0-4
General Studies	9-12
Total	16

Spring Courses	Hours
Senior Project (TECH 499)	1-3
***Art Option (ART 326)*	*(3)*
Internship (TECH 490)	0-4
General Studies	10-15
Total	16

\+ Offered even years only - Offered odd years only

*Conceptual Physics Recommended or General Chemistry

***Must choose at least one of the following options*

Internship (*TECH 490*) can be taken during summer too

Office of Academic Advisement

Canaday Technology Center, Room 311 • (800) 558-2132 • (509) 527-2132