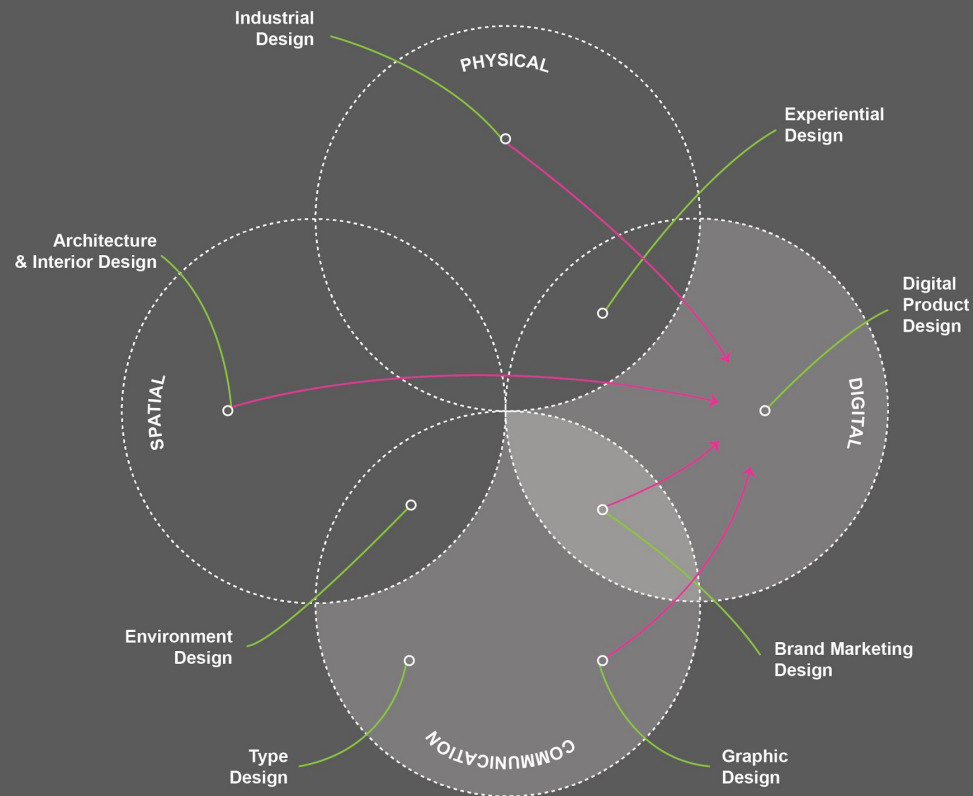
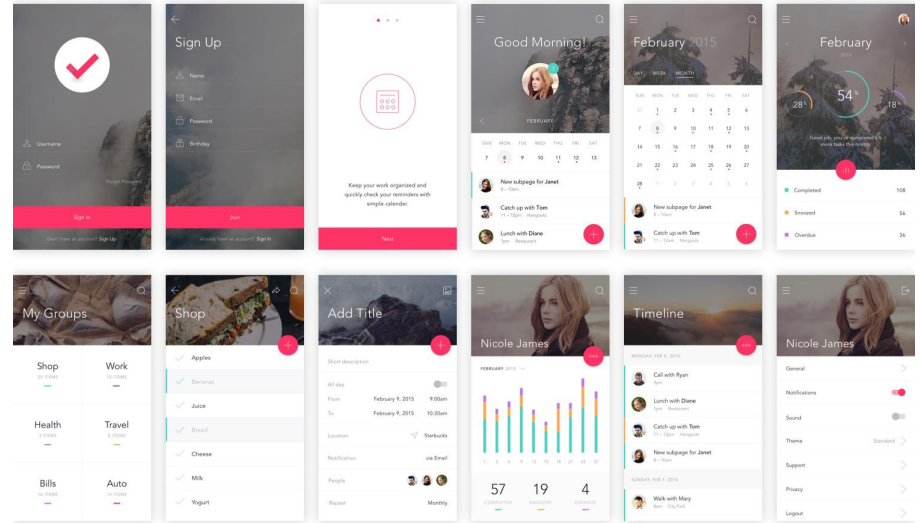
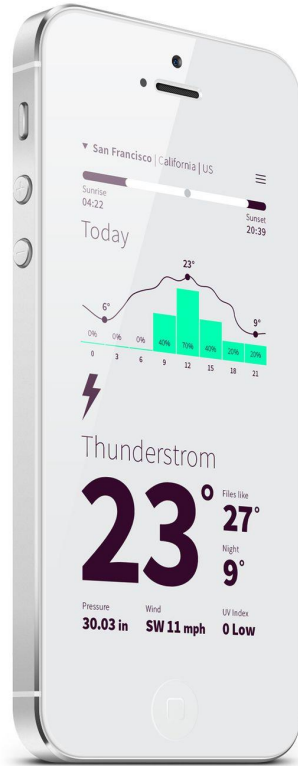

What is

Digital Product Design?

DESIGN INDUSTRIES



APPS



Websites - Brand to E-commerce

CINEPLEX

Movies ▾TV Shows ▾News ▾

Find Movies, Shows, Celebrities & more

John Connor



The Martian

The Martian 3D

Category

Adventure Action

Release date

2 October 2015 (USA)

Length

2 hr 40 min

Director

Ridley Scott

Writers

Drew Goddard (screenplay),
Andy Weir (book)



Rate this movie

8.3 / 10

81 / 100

498

93%

Ratings: 140,230

Metacritic

Reviews

Button Tomatoes

Storyline

During a manned mission to Mars, Astronaut Mark Watney is presumed dead after a fierce storm and left behind by his crew. But Watney has survived and finds himself stranded and alone on the hostile planet. With only meager supplies, he must draw upon his ingenuity, wit and spirit to subsist and find a way to signal to Earth that he is alive. Millions of miles away, NASA and a team of international scientists work tirelessly to bring "the Martian" home, while his crewmates concurrently plot a daring, if not impossible, rescue mission. As these stories of incredible bravery unfold, the world comes together to root for Watney's safe return.

The Cast



Matt Damon

Jessica Chastain

Kristen Wiig

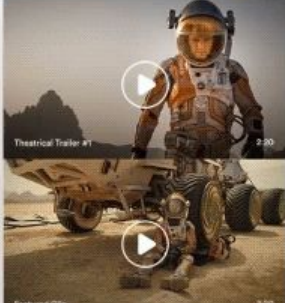
Jeff Daniels

Kate Mara

Sean Penn

Did You Know?

See more



Theatrical Trailer #1

3:30



Featured Clip

2:30

Social Media



Wearables

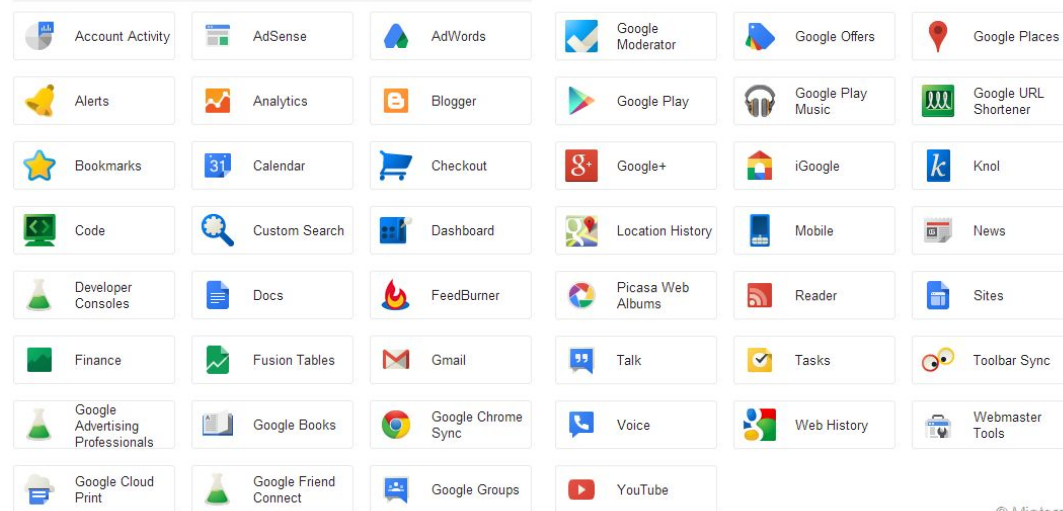


The Internet of Things



Digital products for companies such as: Apple, Google, Facebook

Your products [Edit](#)



© Minteract

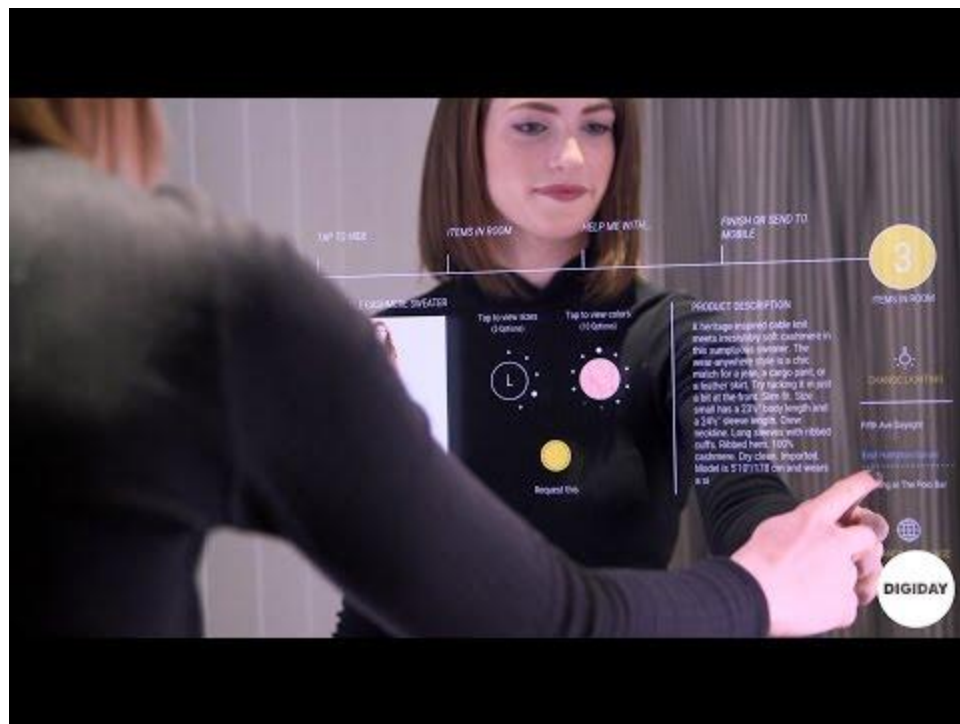
Immersive Experience



Immersive Experience - Nike



Immersive Experience - Ralph Lauren



Why

Digital Product Design?

Statistics

Total Population

7.210 Billion

In 2016, 9 out of 10 executives are making digital strategy a top priority and by 2020 we'll see more than 3 trillion connected devices in operation.

Active Internet Users

3.010 Billion

If the estimates are right, and we end up with over 3 trillion connected devices by 2020, the disruptions to current product lines will be significant. In fact, a recent Gartner report predicts that in just three years, half of all IoT (Internet of Things) revenue will come from companies that don't even exist today.

Active Social Media Accounts

2.078 Billion

Unique Mobile Users

3.649 Billion

Smart, connected digital products are revolutionizing many industries, allowing for greater customer relationships and insight and new revenue opportunities.

Active Mobile Social Accounts

1.685 Billion

<https://www.logicpd.com/>



Chris Brandt, chief marketing officer, Taco Bell Corp.

Mobile will enable more personal interactions between brands and people. The number one possession people have is their smartphone and there are more mobile devices than people on the planet. Mobile is the way people interact with friends and brands. The way they look at content is shifting to small screen and successful brands will be able to create a more personalized experience with consumers. Branding is rapidly becoming a two-way conversation as social media has given consumers a voice unlike anything ever seen before. As brands track individual consumer behavior in real-time, they can use it to tailor the experience for that specific person and their specific behaviors on a mass scale.

What the Industry is Looking For

The New York Times

We are looking for a designer to work on **The NY Times's** core news apps for iOS and Android, which collectively reach millions of readers each day. The ideal candidate will have an exceptional portfolio of visual design, particularly for mobile devices, and possess a passion for shaping the next generation of apps for phones, tablets and other emerging devices.

HUGE

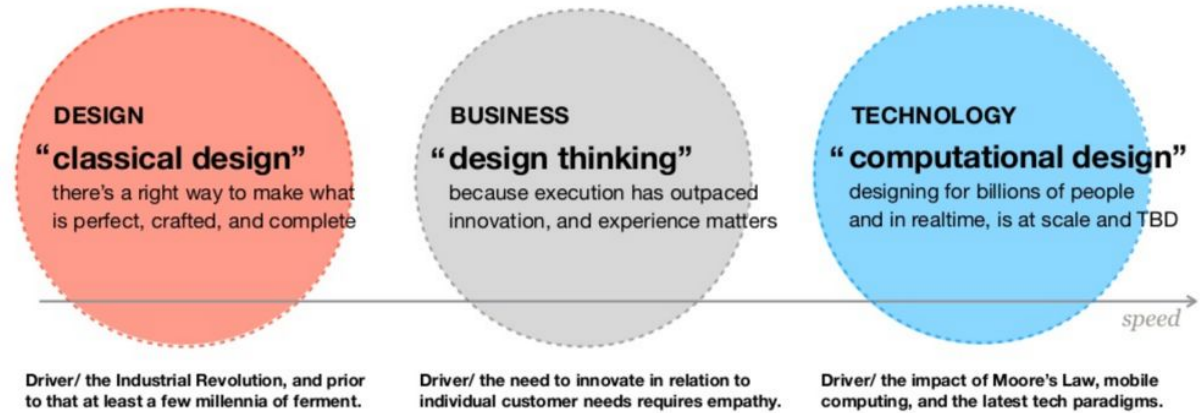
A successful Lead Designer at **Huge** is an innovative designer, a decisive product owner, a helpful mentor, a team player, and a skilled client partner all rolled into one. Our leads push the work through strong collaboration and challenge the team to think beyond the expected. This is a hands-on role: our leads create designs, personas, sitemaps, and whatever is needed to communicate the team's thinking.

facebook

As a Product Designer, you will be involved in every aspect of the product development process, from brainstorming the next great product innovation to tweaking pixels right before launch. You will be expected to utilize your full range of product design, interaction design, and visual design skills, and you will own the experience for a wide area of the **Facebook** product. This position is full-time and based in Menlo Park.

What Academia is Saying (John Maeda)

There Are Three Kinds of Design At Play. We Need To Be Specific.



The two growing categories of "designers" are those coming from Business and Technology. The three categories above are co-dependent — you must embrace at least two of these categories in order to win in this century.

Source: @kpcb #DesignInTech @johnmaeda
www.designintech.com



In the 2016 DesignIn Tech Report by John Maeda, he states: "We must consciously invest in education to develop a more hybrid perspective on creativity for the 21st century: Technology x Business x Design." The report can be viewed here: <http://www.slideshare.net/kleinerperkins/design-in-tech-report-2016>.

Competitive Analysis



[Art Center](#) offers a **Bachelor of Science in Interaction Design** is all around us, from mobile apps and games to wearables and digital environments. The field of interaction design is undergoing tremendous growth and there has been a spike in demand for experienced digital designers. This strong legacy has informed our cutting-edge curriculum dedicated to creative innovation and professional leadership. Our course of study emphasizes core methods, tools and processes that prepare you to lead as new technologies emerge.

But it's not all about technology. Our students focus on the user experience and study how people think, feel and behave when they use any product, environment or system. By considering human factors, cognitive sciences and psychology, students learn to design cohesive systems that can deeply impact people's lives.



[SCAD](#) offers a **BFA in User Experience Design**. Reimagine the human-machine interface From mobile devices to intelligent clothing, automobile interiors to health care informatics, user experience (UX) designers make experiences approachable, meaningful and memorable. Deftly employing research, programming and design, UX designers harness the power of technology combined with user-friendly touchpoints informed by human behavior.



[CCA](#) offers a **BFA in Interaction Design**. While engineers make technology faster, smaller and more reliable, interaction designers make it more meaningful, usable, and delightful. Want to create the next-wave mobile experience? Reinvent social networks? Pioneer new ways to work and play? You have a future in interaction design.

Alumni Feedback



"The concept is very relevant based on my current experiences as a Senior Product Designer at DoorDash, a tech start-up. Since leaving the world of Agency design and moving into Product, I see a lot of elements of this program that will be very helpful to my current job." **Ben Kowalski (2011 GD Alumni)**



"I think it's a really great idea Ringling wants to pursue offering a product design major, because it's not really something you see being taught as of recently. Especially preparing candidates as "full stack" designers who are familiar in the whole process of creating digital products: strategy, UX, visual design, user testing, production/handoffs, and a little bit of front end. I think the one advantage that I have over other product designers is the fact that that my focus is so broad and I can attend to every step in the process. Whereas a lot of folks out here only have one specialty." **Will Dimondi (2010 GD Alumni) Currently Staff Designer at Visa, Previously Senior Art Director at Digitas and Senior Interactive Designer at BFG Communications.**



"I love that digital design might be a major at Ringling! I am friends with the Intern Recruiter here at VSA, and I see some of the portfolios that come in- still very little schools include web as a substantial part of the curriculum. It's hard for us to find an intern for our digital team. That's great news for Ringling." **Sarah Paulhus (2012 GIC Alumni) , Senior Designer formerly of VSA Partners now at Critical Mass**

Alumni Placement

Statistics of Working Graphic Design Alumni

In 2004's graduating class, only one Graphic Design alumni is employed in a digital product design related job.

In 2015's graduating class, half of the working graduates are in digital product design related jobs (experience, UX/UI, interactive, product, etc) including companies such as Google, Instagram, CBS Sports, LinkedIn, and Yahoo.



Anthony Castiglia

Product Designer - CBS Sports at CBS Interactive
Greater New York City Area

👤 friends



Mindy Nguyen

Associate User Experience Designer at LinkedIn
San Francisco, California

👤 friends



Lauren Belmonti

Product Designer at Comcast Silicon Valley Innovation Center
San Francisco Bay Area



Alumni Placement



Jibran Kutik
Product Designer at Netflix
San Francisco Bay Area



Matthew Mitchell
Mobile Designer at Birchbox
New York, New York



Kyle Hamilton
Sr. Mobile Designer at ESPN
Greater New York City Area



Alexa Schara
Product Designer at Monaeo
Greater New York City Area



Christopher Mejia
UI/UX Designer at Astoria Naturals
New York, New York



Anna Babayeva
Product Designer at Instagram
San Francisco Bay Area



Yan Yan
Android Visual Designer at Google
San Francisco Bay Area



Tom Sayer
Senior Product Designer at PayPal
San Francisco, California



J. Matt Randall
Sr. UX / UI Designer at Electronic Arts
Orlando, Florida Area



Drew Rios
User Experience Designer at Microsoft
Seattle, Washington



Yuan Chen
Interaction Designer at One Billion Acts of Peace
London, United Kingdom



Kim Keene
Interface Designer at Electronic Arts (EA)
Altamonte Springs, Florida



Nathalie Kowalczyk
Associate Product Designer III at Yahoo
San Francisco Bay Area



Tim Hultz
User Experience Designer at TD Ameritrade
Greater New York City Area



Sara Lee
Product Designer at Say Media
San Francisco Bay Area

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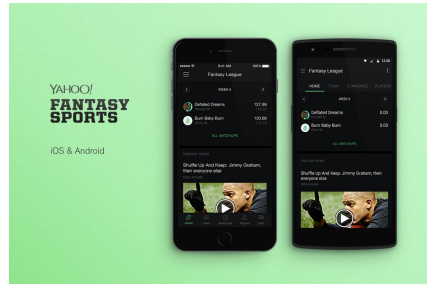
Alumni Examples



[Jesse Penico \(GIC 2009\) - HTC Grip](#)



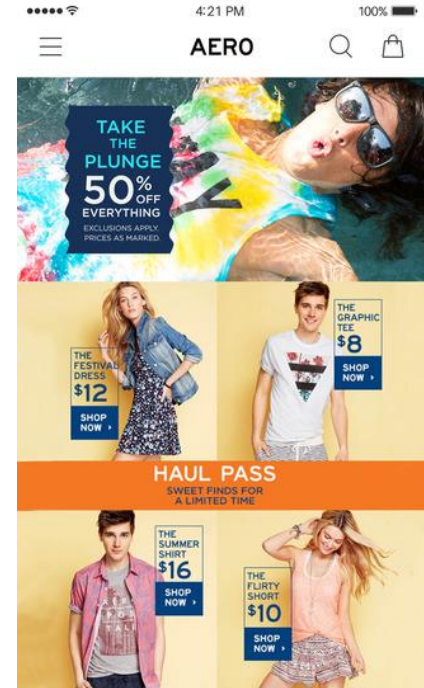
[Boris Poleteav \(GIC 2010\) - Verizon Destination Store](#)



[Randall Morris \(GIC 2007\) - Yahoo Fantasy Sports](#)



[Chris Mejia \(GIC 2012\) - Sysco Mobile App](#)



[Kyle Chaplin \(GIC 2013\) - Aeropostal App](#)

Potential Careers - Job Listings

[2016 Digital Salary Guide](#)

[Digital Product Designer](#)

[Information Architect \(IA\)](#)

[Interaction Designer \(IxD\)](#)

[User Experience \(UX\) Designer](#)

[User Interface \(UI\) Designer](#)

[Mobile Designer](#)

[Web Designer](#)

[Designer/Developer \(front-end or back-end\)](#)

[Content Strategist](#)

[Lead Designer](#)

[Creative Technologist](#)

[Design Strategist](#)

[Exhibition Designer](#)

[Service Designer](#)

[Social Media Expert](#)

Insight and Opportunity

We can be First to Market

In our research we found no current programs offered in “Digital Product Design”

Potential Recruiting: McLean High School (Virginia)

McLean, VA

Population: 48,115

Ave. Income: \$194,832

17,063 households out of which 39.6% had children under the age of 18 living

McLean High School

Total Enrollment: 2050

School Rating: 108th best high school in the nation.
Gold Medal status.

[Best U.S. News & Report Top High Schools in the United States](#)

Visual Arts Program enrollment: approx. 400

Courses include: Studio Art and Design, Photography, Computer Graphics, AP 2D Design

Stem Program enrollment: approx. 250

Business Program enrollment: approx. 250

Courses include: Web Page Development, Design Multimedia, and Marketing

Other courses relative to Design, Technology, and Business

Courses include: Computer Science, Network Management

Communication Courses enrollment: 240

Yearbook: 3 sections, approx 90 students

Journalism (news magazine) 3 sections, approx 90 students

Broadcast Journalism 2 sections, approx 60 students

Clubs

Technology Student Association

[DECA](#) (3,500 Schools have DECA chapters) DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

National Arts Honor Society

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[Best U.S. News & Report Top High Schools in the United States](#)

Our potential student is not just in Art classes...

Test Scores

The average SAT scores for McLean's Class of 2015 were 618 in Critical Reading, 630 in Math, and 604 in Writing, the second highest among Fairfax County's 25 high schools.

Newspaper

McLean also has an award-winning newspaper, ***The Highlander***. In 2006, The Highlander was inducted into the high school newspaper Hall of Fame after ten consecutive years of being an "All American".

Yearbook

The Clan has been McLean's award-winning yearbook since the school's first year. In 2004, The Clan was inducted into the National Scholastic Press Association Hall of Fame after ten years of consecutively being "All American".

Potential Recruiting: App Camp Workshop

How it works

One hour workshop with three activities (Brainstorm, Features, Kipling Method).

Why

Explores identifying a problem and framing a solution.

Outcome

Possible idea for an App with paper prototype as takeaway.

Opportunity

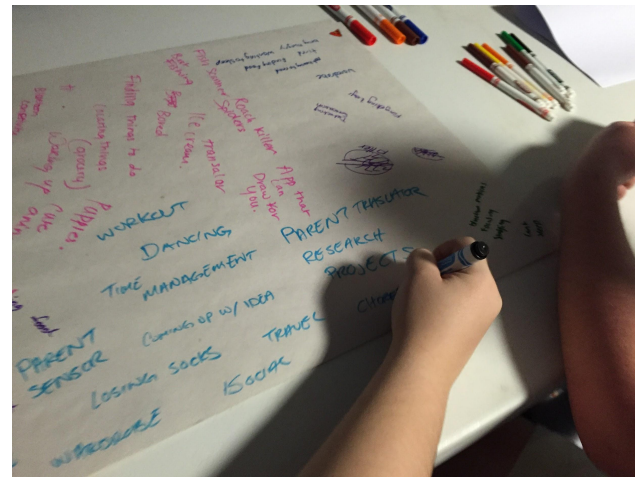
This workshop has been tested and well received with an audience range from 8th grade, high school, and working professionals. Could package and brand to any target audience.

Workshops completed

McLean High School

St. Stephens

Tampa Bay Startup Week



How Digital Product Design will work?

from minor to major

In the Classroom - GC 243 New Media

Level: Sophomore

Prerequisite:

Open Enrollment

Current Collaboration:

GD & AD

Potential Collaboration:

GD, AD, MD

New Media

Explore current industry trends and standards while looking forward to what new challenges technology brings. Focus is on forward thinking about application design while creating a dynamic prototype in response to user/consumer feedback, streaming data, and shared content. Emphasis is on collaboration and concepts that span a wide range of media such as application, website, mobile, tablet, environments, etc. Real world possibilities for applications are considered to be commercial based.

- Process and apply relevant information to strategically address a communication problem
 - Create concepts for scaling systems
 - Absorb and synthesize feedback from multiple sources and respond professionally to improve the work
 - Transform rough ideas into professional level content and rapid prototyping or proof of concepts
-

Level: Sophomore

Prerequisite:
Open Enrollment

Current Collaboration:
GD & AD

Potential Collaboration:
GD, AD, MD



[View presentation of Pattern App](#)

1

User Research

Brainstorm

[Kipling Method](#)

[User Personas](#)

[Day in the Life](#)

Competitor review

2

Understanding the Problem

[Problem Statement](#)

Features and Benefits

[User Journeys](#)

Presentation

3

Design & Prototype

[Paper Prototypes](#)

[Information Architecture](#)

[Wireframes](#)

Design Walkthrough
(Feature Flow)

[Prototyping](#)

[Standards & Guidelines](#)

[\(Google Material\)](#)

4

Evaluation

User testing/User feedback

Versioning (MVP, Alpha, Beta)

[View process of Pattern App](#)

Level: Soph/JR

Prerequisite:

New Media

Current Collaboration:

GD, AD, Film, MD

Potential Collaboration:

GD, AD, BOAD, MD, Film,
Illustration

Social Media

Study how to engage consumers in the digital and social space and how to identify the key opportunities and challenges inherent with social and digital media in relation to campaign and general marketing communication environments. Learn the best practices online for marketers, explore the legal framework that challenges them, and most importantly, learn the skills necessary to work creatively through potential digital solutions to business problems. Participate in group discussions, campaign projects, and work through specific real world challenges found in the digital environment.

- Transform audience research and strategy into engaging daily content
 - Apply effective storytelling techniques to create a strong, appropriate narrative
 - Contribute relevant ideas to a team based brand concept
 - To create a case study document to illustrate how the team approached, refined and elevated a challenge
-

In the Classroom - ELEC 210: Social Media

Level: Soph/JR

Prerequisite:

New Media

Current Collaboration:

GD, AD, Film, MD

Potential Collaboration:

GD, AD, BOAD, MD, Film,
Illustration



The Roommate Code

[Case Study Video](#)

[Facebook Campaign](#)

[Final Presentation](#)



Social Not Mobile

[Final Presentation](#)

Level: Soph/JR

Prerequisite:

Open Enrollment

Current Collaboration:

GD, AD, Film, MD

Potential Collaboration:

GD, AD, BOAD, MD, Film,
Illustration

NSAC

Continuation (part two of two) of EL495 – NSAC I. Build on foundational work for National Student Advertising Competition (NSAC) generated during previous semester. Review of planning research and creative brief. Develop fully integrated advertising campaign and media plan. Design final NSAC plans book, due in March; complete final pitch before panel of industry judges in April. Top teams in the country advance to national competition at the AAF National Conference in June, governed by the American Advertising Federation (AAF).

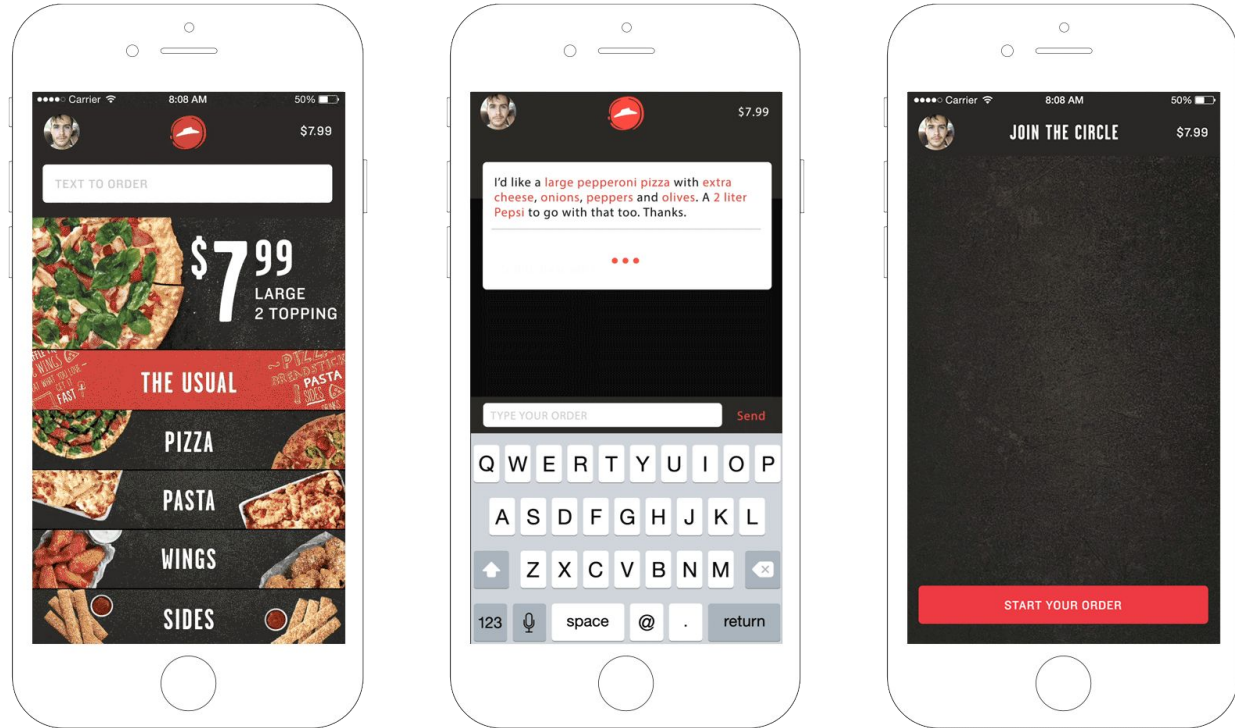
- Students will be able to transform marketing research and strategy into creative concepts
 - Students will be able to employ a range of media approaches to best connect with their target audience
 - Students will be able to execute a project with consistency and cohesiveness from concept through finished product.
 - Students will be able to produce entry-level, professional level work
 - Students will be able to contribute ideas through brainstorming or co-generation with others
 - Students will be able to organize and deliver clear and effective presentations
 - Students will be able to manage timelines and deadlines to deliver work according to schedule
-

Level: Soph/JR

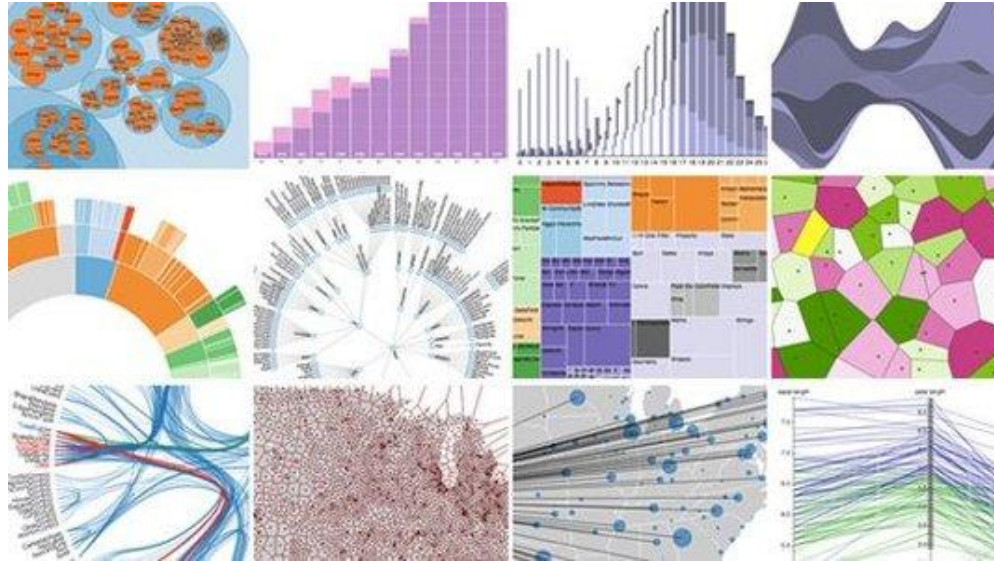
Prerequisite:
Open Enrollment

Current Collaboration:
GD, AD, Film, MD

Potential Collaboration:
GD, AD, BOAD, MD, Film,
Illustration



[View presentation of Pizza Hut](#)



Creative Coding

This course offers a practical and creative approach to computer programming fundamentals within a visual context using the open source programming language Processing.

<https://processing.org/>

In the Classroom - Creative Coding + C.A.M.P.

Level: JR/SR

Prerequisite:

New Media

Potential Collaboration:

GD, AD, BOAD, MD, GAME

C.A.M.P.

Develop the core principles of programming interactivity through Processing, HTML5 and Javascript. Experiential learning enables students to develop applications and projects that include complex interactive apps, experimental interactive work and software.

- Conduct extensive research and analysis to successfully create platforms for a versioning product
 - Create living systems and tools that constantly change based to user input and experience.
 - Demonstrate a working knowledge of the appropriate tools and capabilities of computer science (Object Oriented programming)
 - Perform as an effective member of the team, producing quality work within a collaborative structure
-

In the Classroom - Experience

Level: JR/SR

Prerequisite:

New Media

Potential Collaboration:

GD, AD, ID, BOAD, MD,
GAME

Experience

Experience design is not a checklist, a formula, or a series of methods; it is a way of thinking. It uses brand as a compass for identifying value and defining experience. Study how products, services, and solutions play a role in delivering value and how this must be accounted for even in the early phases of concept process. Learn to develop all stages of the customer journey as opportunities to further engage audiences as a way of exploring options, innovation, implications, and interdependencies.

- Creatively combine visual content and language into targeted creative solutions
 - Create unique user-centered solutions (physical & virtual) for environments, products, events, and services
 - Apply a range of omni-channel experiences that are seamless, integrated, consistent across all touchpoints
 - Persuasively write in a variety of styles and/or create content consistent with existing styles, brand and/or client tone and voice
-

In the Classroom - Experience

Level: JR/SR

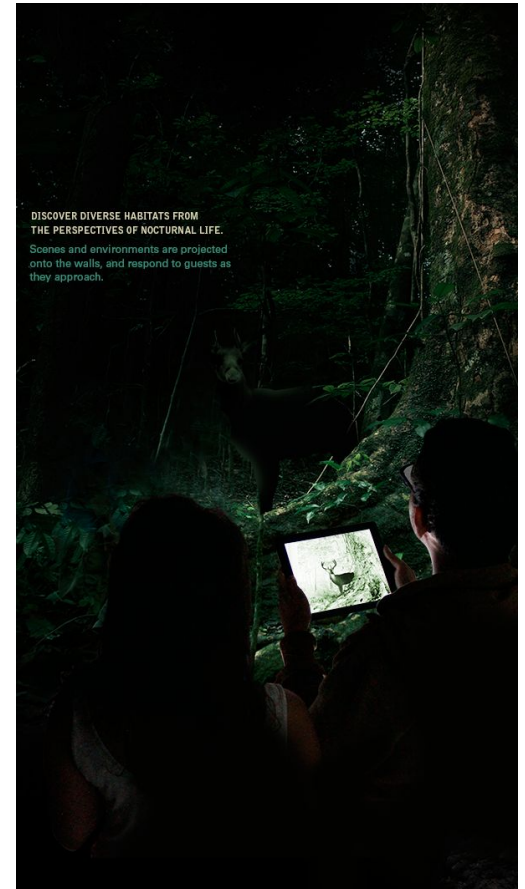
Prerequisite:
New Media

Potential Collaboration:
GD, AD, ID, BOAD, MD,
GAME



[View presentation of Gallery NU](#)

[View presentation of Dark Nature](#)

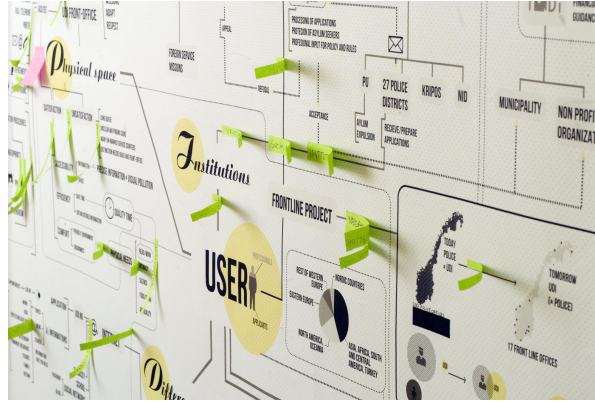


In the Classroom - Service

Level: JR/SR

Prerequisite:
New Media

Potential Collaboration:
GD, AD, BOAD, MD, GAME



Service

Explore how to take a human-centered or "people first" approach to creating services. Apply research and service design problem-solving methods to analyze experiences, uncover insights, frame problems, generate ideas and validate solutions for sectors such as healthcare, banking, transportation, and retail. Participate in an interdisciplinary approach that combines different methods and tools from various disciplines such as with Ethnography, consumer research, interaction design, product design, service marketing and strategy.

- Expand creative, visual and verbal vocabulary as it relates to user experience
- Create unique user-centered solutions (physical & virtual) for environments, products, events, and services
- Apply effective storytelling techniques to a sequence of interrelated actions
- Contribute to a team based experience viewed through the customer's eyes

In the Classroom - Launch Pad

Level: JR/SR

Prerequisite:

New Media

Potential Collaboration:

GD, AD, BOAD, MD, GAME

Launch Pad

Do you have an idea that you want to make a reality? Develop and introduce a new product or launch a startup? Learn the process for creating and testing a profitable business model. Examine techniques to make a product launch plan and get in front of potential users/customers. Emphasis on innovation, user appeal and maximizing revenue.

- Produce promotion solutions to build awareness and buzz
 - Employ an effective range of channels that best connect to a target audience
 - Transform ideas into professional level prototyping and proof of concept
 - Construct a business plan consistent with audience objectives
-

POTENTIAL FOR INTERNAL LINKAGES AND EXTERNAL PARTNERSHIPS

The Collaboratory and Experiential Learning; Business of Art and Design, Graphic Design, Game Art and Motion Design are all programs with internal linkages. There is tremendous potential for various corporate sponsorships, as well as partnerships with international educational institutions (Willem De Kooning Academie in particular already wants to partner with us).

Why

Digital Product Design Now?

Consumers and companies demand it.

The design industry is hiring for it.

Our competition is teaching it.

We have the resources to offer it and the opportunity to be the first to market it.
