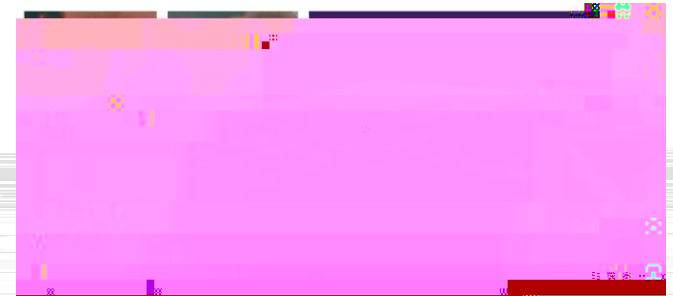




Role: Teaching and curriculum design across BProdDesign and BDigiScreen programmes

Research: Interactive storytelling, creative collaboration tools, geophysical simulation, symbolic AI, history of design and computing



There's an industry need for designers who are creative and have the technical skills to design and prototype solutions, communicate with stakeholders, and produce viable commercial products. A new major developed through consultation with industry and former students, building on experience running high-growth game design and industrial design programmes at UC. Technology trends come and go, but the core foundations of human-centred design, creative and technical management and visual communication design have lasting importance across a wide range of possible career paths.

We focus on the whole product lifecycle, from audience insights, research and interactive prototyping through to testing and market validation.

Researching and evaluating user needs, business goals, psychology, ergonomics

Organising information and mapping digital experience workflows

Typography, colours, visualisation: readability, legibility, usability, aesthetics

All students eligible to enrol in first year can gain entrance to the Digital Product Design major.

Design requires students to be comfortable working across 5 (tu) (5) (GD) (4) (3) (6) (Span) (3) (6) (4) (vo) (3P/W) (nF) (2) (Df) (10)

The School of Product Design is a hub for interdisciplinary collaboration at UC, with working relationships that span Engineering, Arts, Science and Business.





# Product innovation

Launching companies and market validation of new products and services

Early-stage startups, high growth companies

Well suited to ambitious, flexible, entrepreneurial people

# Established companies

Supporting design and technology within an existing product team

Working on live services with large user bases

Launching new products from an existing foundation

Great opportunities for networking, upskilling, job stability

# Consulting

Combination of creative and technical expertise and people skills

Well suited to extroverts, critical thinkers, good communicators



# Two major tracks in a digital design career

Product Designer  
Design Systems Engineer  
Frontend Developer  
Web Designer  
Design Technologist  
User Interface Programmer

Product Manager  
User Experience Researcher  
Creative Lead  
Technical Lead  
Project Manager  
Design Facilitator

