

OPDD First Graduating Class Presents Senior Projects to Industry

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Utah State University's now 4-year-old Outdoor Product Design & Development (OPDD) program hosted a Senior Exhibit for its first-ever graduating class. This first cohort, comprised of about 30 students, presented senior projects to the OPDD Advisory Board, representatives of the outdoor industry and the general public.

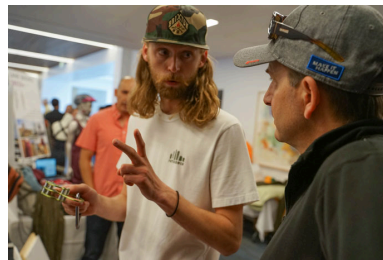
The students' work represented many categories and products found throughout the industry including technical apparel, soft goods, equipment, and even footwear. Student displays included product ideation, in the form of sketches and digital designs, as well as prototypes and final products.

Over the 4 years of studies, students have gained an understanding of product market fit, market research, consumer insights, product ideation through sketching, digital design, in addition to a knowledge of sourcing and the creation of low-fidelity and high-fidelity prototypes, and using lab equipment to develop apparel, soft goods and hard product.

This first graduating class is a result of industry and university coming together to create a program and refine a curriculum that prepares students to be industry-ready whether they want to design, develop, or manage the production creation process..

Early success stories include multiple graduating seniors already having secured job offers from exciting brands in the state as well as nationally. OPDD is developing a

pipeline of highly skilled design and development talent that is already catching the attention of industry upon graduation.



News Coverage