Over the course of an afternoon, students from the Outdoor Product Design and Development program helped designers from local consumer products company, Little Unicorn, to develop new ideas. Students spent close to four hours in a “design sprint” to rapidly create new product concepts and prototypes for potential production and sale.

Little Unicorn, a consumer products company focused on designing products for babies and kids, approached the OPDD program about collaborating with students to work with their designers to develop new product ideas. Students were split into groups and created new concepts for products based on design briefs provided by the company.

Connor Young, a project coordinator for the company, explained the origin of the partnership.

“Our creative director wanted to have a day away from our day-to-day projects and to really just have an outlet for some new product opportunities,” Young said. “We also wanted to have a refreshing collaborative experience, and what better way to do that than utilize the creatives on campus in the OPDD program.”

Young said OPDD students have much to offer because of their training, state-of-the-art facilities and tools for the development process.