

Unit 7 Product Development

Content Area: **Business**
Course(s): **Foundations of Creative Design**
Time Period: **Semester 2**
Length: **4-5 weeks**
Status: **Published**

Standards

VA.9-12.1.5.12prof.Cr1	Generating and conceptualizing ideas.
CS.9-12.8.1.12.AP.7	Collaboratively design and develop programs and artifacts for broad audiences by incorporating feedback from users.
CS.9-12.8.1.12.AP.8	Evaluate and refine computational artifacts to make them more usable and accessible.
CS.9-12.8.1.12.AP.9	Collaboratively document and present design decisions in the development of complex programs.

Enduring Understandings

- Product development transforms ideas into real-world solutions.
- Design tools support the development of products, places, and software.
- Clear planning and thoughtful branding elevate product impact.

Essential Questions

- How do I move from prototype to finished product?
- What tools help me create polished and usable designs?
- How does branding affect how people perceive a product?

Knowledge and Skills

- Use no-code platforms for development of digital products and services
- Build out physical product concepts with detailed fabrication plans
- Create branded design elements (logos, packaging, color schemes, typefaces)
- Finalize functional models or environments with user input

Transfer Goals

- To develop products, services, or environments with intention and polish.
- Apply branding and design planning to real-world problems.