

# HP: Home Products Development

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## **HP 201 — Introduction to Home Products**

3 credits; 3 lecture hours

Students are familiarized with the wide range of home products, both soft lines (textile) and hard lines (non-textile), that comprise the home furnishings industry. Product development and merchandising within each category are emphasized. Many sessions take place at retailers and industry showrooms throughout the city.

## **HP 231 — America at Home: Product Styles from 1900 to Contemporary**

3 credits; 3 lecture hours

Introduces the elements of design, color, and theory in the decorative arts that comprise the home products industry. Emphasis is on the contemporary approach to product development and design. Students explore the influence of historical, cultural, and social perspectives on products for the home. (G6: Arts).

## **HP 313 — Manufacturing and Marketing of Home Products Hard Lines I**

3 credits; 3 lecture hours

Students are introduced to hard lines marketing from conception through manufacture in order to effectively develop products. Part I surveys the various manufacturing processes and marketing strategies for several hard goods classifications (furniture, ceramics, and glass) of the home furnishings industry.

## **HP 314 — Manufacturing and Marketing of Home Products Hard Lines II**

3 credits; 3 lecture hours

Part II further surveys the manufacturing processes, marketing strategies, and product development for several hard goods classifications (metal, giftware, housewares, and home lighting) of the home furnishings industry.

Prerequisite(s): HP 313.

## **HP 315 — Textile Applications: Home Products**

2.5 credits; 2 lecture and 1 lab hours

Presenting both user and consumer viewpoints, this course examines how textiles relate to end-use home products. Students study the ways in which fibers, yarns, fabric formation, and finishing are interrelated and integrated from the perspectives of design, styling, and cost relative to specific home products and target markets.

## **HP 322 — Home Products Brand Management**

3 credits; 3 lecture hours

This course utilizes product development factors in identifying and differentiating home products from other goods and services. Analysis of brand preferences is demonstrated through case studies based on consumer identification and the needs of the marketplace.

Prerequisite(s): HP 313.

## **HP 351 — The European Home Furnishings Industry**

3 credits; 3 lecture hours

Students develop a firsthand understanding of the home furnishings marketing process from the European perspective. Emphasis is placed on product knowledge in terms of product development, production techniques, and European markets. The group will visit manufacturers, showrooms, retail outlets, specialized museums, and trade shows in Italy and Portugal (or possibly England). Approximately three weeks in January.

### **HP 421 — Strategic Product Management**

3 credits; 3 lecture hours

Students analyze and resolve complex business problems, utilizing their knowledge and understanding of strategic product management. They gain insights and skills necessary to formulate and implement sound marketing strategy.

Prerequisite(s): HP 314 and HP 315

Co-requisite(s): HP 491.

### **HP 432 — Home Products Analytical Strategies**

3 credits; 3 lecture hours

The home product development cycle is studied, with a focus on the development of product based on the coordination of soft and hard goods classifications. Product integrity is addressed through comprehensive analysis and written product reviews subject to critical industry evaluation.

Prerequisite(s): HP 421 and HP 491.

### **HP 491 — Home Products Design and Development Process**

3 credits; 3 lecture hours

An overview of the design and development process of products for the home is provided. Such principles of design as composition, color, shape, form, and structure are introduced. Differences between the design of products and the product development process in the home furnishings industry are emphasized. Teamwork and presentation skills are implemented as students develop a product line.

Prerequisite(s): HP 314 and HP 315

Co-requisite(s): HP 421.

### **HP 492 — Home Products Senior Project**

2 credits; 1 lecture and 2 lab hours

The curriculum culminates in this capstone course, which requires the student to develop a product based on the coordination of soft and hard goods classifications. A comprehensive visual presentation and written product review support the viability and integrity of the product concept.

Prerequisite(s): HP 491.