

COURSE CONTENT

Course Code	DR2001
Course Title	Product Design I
Pre-requisites	-
No of AUs	3
Contact Hours	39 contact hours

Course Aims

This introductory level course will provide you with the fundamental skills and process for designing products. You will be introduced to product design-centric visualization and form making skills and the design process, you will gain foundational creative and technical competency with sketching, design research, concept generation, design development, materials, and model making. This learning forms the foundation for progressing to intermediate studies in product design.

Intended Learning Outcomes (ILO)

By the end of this course, you (as a student) would be able to:

1. Identify and discuss the various stages of the design process in the creation of products.
2. Demonstrate ability and technique in design research, concept generation, design development, materials selection, sketching and model making.
3. Apply the design process from research to model making in the design of a product.
4. Present your design project in a clear and cohesive manner through visual presentations and physical mock-ups
5. Critique ideas and techniques employed by peers in their designs in a constructive manner.

Course Content

Visualization and Form Making

Introduction to product design centric visualization and form making skills; concept and presentation rendering using various mixed media and/or digital tools, and making of presentation model using various materials and finishing techniques.

Design Project

Part 1: Introduction to product design process (brief, project identification, research and data collection, ideation, concept selection, design development and finalization and presentation).

Part 2: Through simple studio project/s, you are encouraged to explore issues relating to function, cognition and aesthetics, you will progressively move from ideas to viable solutions that may be evaluated through discussions and presentation, to a viable final design that is then presented through visual presentation and physical mock-up.