

COURSE CONTENT

Course Code	DR2004
Course Title	Product Design II
Pre-requisites	DR2001 Product Design I
No of AUs	3
Contact Hours	39 Contact Hours

Course Aims

This intermediate level course will introduce you to the process of creative and considered product design through practice-based learning. This course encourages you to develop visual thinking skills in the creation of product forms and details and an understanding of the interplay between form and practical aspects such as function and usability human factors, materials and manufacturing.

Intended Learning Outcomes (ILO)

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

1. Demonstrate command of techniques required for visual thinking skills using different media
2. Identify and discuss the relationships between form and usability, human factors and materials & manufacture in the creation of products
3. Apply this understanding of the relationships and visual thinking skills through a design process to design products.
4. Present work in a clear and cohesive manner through visual presentations and physical mock-ups
5. Critique ideas and techniques employed by peers in a constructive manner.

Course Content

Visual Thinking

Part 1: Introduction to different visual thinking skills; sketching (thumbnails exploratory and developmental) rendering (pen and ink, colour pencils and markers and computer-aided) and 3D representation (study models in cardboard, foam and plastics).

Part 2: Class assignment in visual thinking skills through a basic project brief introducing you to the application of appropriate techniques to explore the creation of product form in relationship to function and usability, human factors, materials and manufacture.

Design Project

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

Part 2: Based on a brief given, to apply visual thinking skills and product design process to generate concepts, progressively moving 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