COURSE CONTENT

Course Code	DR3006
Course Title	Product Design III
Pre-requisites	DR2004 Product Design II
No of AUs	3
Contact Hours	39 hours studio contact

Course Aims

This intermediate level course introduces you to the practice of user-centric design and designing of product systems. It is integrated as a practice-based learning experience that develops students' ability to apply the design process in the creation of product systems that combine objects, services and interfaces. This course will prepare you in designing objects and services more holistically and at a higher level in your study of product design in years 3 and 4.

Intended Learning Outcomes (ILO)

By the end of the course, you should be able to:

1. Identify and discuss various facets of design and user-centric design methods used in the design of product systems consisting of objects and services.
2. Generate and refine product system designs from idea to execution through various physical and/or digital media.
3. Apply product/ industrial design, interaction design and user-centric design methods to realize design projects based on various themes.
4. Present your design projects and product system in a clear and cohesive manner through visual presentations and virtual/ physical objects.
5. Constructively discuss and critique various facets of design and user-centric design methods and presentation techniques employed in your own work and the work of your peers.

Course Content

Design Process
You will be introduced to the design process for product/ industrial design starting from research/ ideation through to implementation.

User-Centric Design
You will be introduced to the user-centric design process and how it is used to define product requirements and usability.
Tangible topics in user experience (UX) and user interface (UI) design will also be covered.

Product systems design
You will be introduced to the context of design product systems which combine both objects and services in its use. Design of such systems requires knowledge and application of various design disciplines such as product/ industrial design, interaction design, user experience (UX), and user interface (UI) design.

Design project
You will apply product/ industrial design, interaction design and user-centric design methods to realize a design project based on various themes.