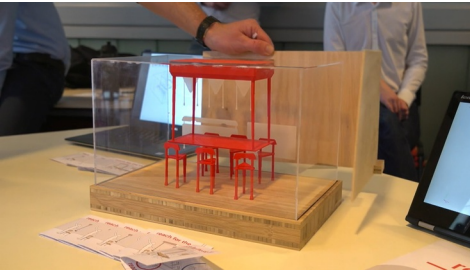


# EXCHANGE STUDY PACKAGE

## HUMAN-PRODUCT RELATIONS & CONSUMER PRODUCTS

The aim of the first half of the semester is to acquire insight into the interaction between humans and products by viewing it through the lenses of use, philosophy and “Formgebung” (as design styling). Particular attention is paid to methods of qualitative, explorative research and to a reflection of the power and role of the designer in designing such interaction. Central part is the Human Product Relations design project with the assignment to design street furniture for a specific location. During the second half of the semester, students will get involved with the development of consumer products. Students are confronted with a large variety of subject that collectively play a role in a development trajectory that is representative and typical for a consumer product.



### WHAT IS AN EXCHANGE STUDY PACKAGE?

Exchange Study Packages are balanced, coherent, well-structured, and self-contained sets of courses at a final Bachelor year academic level. Choosing one of these packages means you do not have to worry about selecting the right courses or managing your calendar to fit all of your classes. Simply apply for a package that suits your academic background and interest to be ensured of a well-balanced exchange programme, often consisting of 30 EC. These packages are generally accessible to students who have successfully completed the first two years of their Bachelor programme.

### EXCHANGE STUDY PACKAGE Human-Product Relations (15 EC) Energy & Heat Transfer

When designing products, use and transfer of energy (heat) have to be taken into account. In this course, the basic principles of energy and heat transfer and several design principles will be discussed. Products from daily practice of industrial designers will be used as a

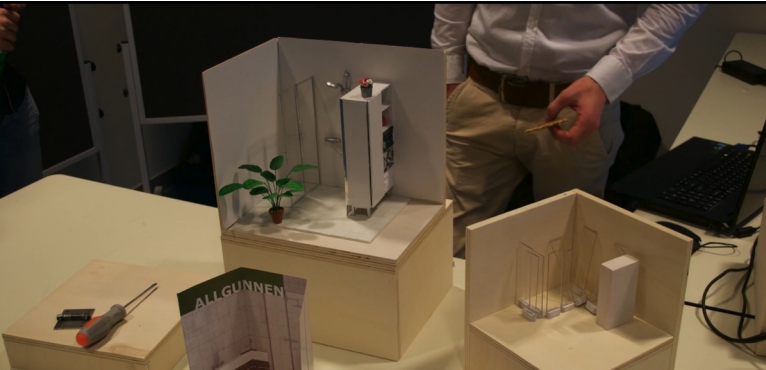
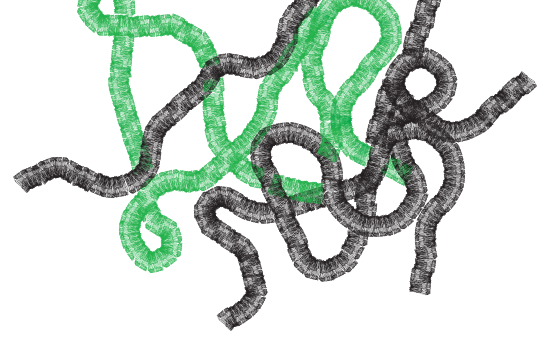
starting point.

### Physical Ergonomics

Physical ergonomics is concerned with human anatomy, and some of the anthropometric, physiological and (bio-)mechanical characteristics as they relate to physical activity. Physical ergonomic principles have been widely used in the design of both consumer and industrial products. By using lectures and a workplace assessment students are introduced to these principles.

### Manufacturing

In the wide range of technical materials available, plastics play an important role for the Industrial Design Engineer. This course focuses on these design requirements for products made of plastics. This is done by providing background knowledge and by designing a simple plastic product from initial sketches to its final production on an injection moulding machine. Students encounter many of the challenges found in the manufacturing of injection moulded products.



*A great product isn't just a collection of features. It's how it all works together.*

The course attempts to address the full development cycle, from idea, via 3D modelling, simulation of injection moulding and reflection on the initial ideas.

### Project Human Product Relations

The assignment of this course reads: "Design a piece of street furniture in which human product relations play a pivotal role. Explore the human product relations from different perspectives. Pay attention to use, behaviour and styling. Develop based on the lectures, an own vision on the human product relation you want to realize with your design. Part of the vision should be a definition of the target group and specific location for the placement of your design."

### Consumer Products (15 EC) Product Market Relations

This course is aimed at teaching students the fundamental basics of marketing and introduces some relevant models and analysis techniques used in new product development and -introduction. Topics like strategic marketing, consumer behaviour, segmentation & targeting, price management etc. are covered.

### Graphic Design

This module part concerns the ordering of text and images, like photo illustrations, cards and other visual means in the 2D field. The focus is on printed graphical language, like business cards, posters, magazines, brochures, reports etc. During this course lectures are supported with short and long assignments to get familiar with composition, readability and usability.

### Technical Product Modelling 2.0

Nowadays, computer tools are essential during the product development process. They integrate different processes in the product development process so that products are developed more effectively. This course pays attention to a number of aspects of the technical product development processes. Different advanced 3D modelling techniques are an important part of this course. The student becomes acquainted with methods

and techniques which play an important role in CAD and CAM in mechanical and industrial design engineering.

### Project Consumer Products

This project challenges competing groups of co-operating students from different educational programmes to meet the multi-disciplinary project assignment by developing an adequate product while explaining and underpinning the product development cycle. The assignment is a realistic design brief, provided by an industrial partner. This company can also play a role in e.g. midterm reviews and project evaluation. The project work is supported by a number of guest lecturers, workshops and practicals.

Detailed Learning Goals of all courses can be found in the Osiris Course Catalogue.

### MORE INFORMATION TUITION FEES

To be paid at home institution.

### ADMISSION CRITERIA

Bachelor-Level in Industrial Design Engineering or equivalent.

### STUDY LOAD

30 EC

### START

Fall Semester

For more information about this Exchange Study Package, contact the Departmental Exchange Coordinator of the **Faculty of Engineering Technology**  
[utwente.nl/go/exchange-coordinators](http://utwente.nl/go/exchange-coordinators)