

EXCHANGE STUDY PACKAGE

ADVANCED PRODUCT DEVELOPMENT



This module focusses on how to formalise the development of products and manage product development lines. Creativity can be steered and the best options can be successfully developed using a structured approach. Furthermore, we literally touch the surface of products in a course on the effects of materials on the experience users have with their products. These are essential things to know for a successful product developer. After developing products, what is needed with regards to successfully getting a product to market? From the design all the way to the packaging; this module gives a broad overview of the whole trajectory and is perfect for students looking at a career on the organisational side of product development.

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

First half of semester

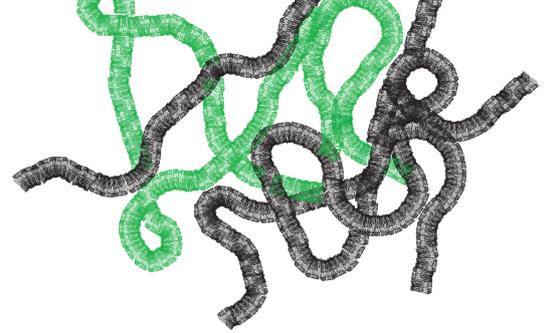
Governing Product Development (5EC) (192850730)

This course gives examples of processes and aspects that play important roles in product development. Additionally, the relations between these processes

and aspects are depicted. This is done in such a way that students can construct their own overview of the entire area: students choose a certain product notion, and analyse the role, the importance and the consequences of the processes and aspects for that product. While doing that, they simultaneously construct a depiction of a product development process that is suitable for that product notion and that pays adequate and weighed attention to the processes and aspects involved.

Packaging Design & Management (5 EC) (192850910)

This course focuses on packaging and its development life cycle. It will cover both in-depth details of packaging, and will address the broader approach towards combined product/packaging development as well. Specific attention is paid to packaging materials such as plastics, carton and board, metals, glass, and flexible materials like laminates. Moreover, attention is paid to the aspects that play a role in the packaging development chain, such as costs, logistics, distribution, marketing, vulnerability, convenience, and



Great companies are built on great products



ease of use. To adequately address all these topics simultaneously, the packaging chain is used as a basis.

Brand Management (5 EC) (201700019)

Various areas of the Design Management profession will be discussed during this course. It comprises elements of design management, brand management, related organisational matters, and searching for future developments. Theories about branding products, brand identity, creating a vision about the future of a specific brand, and the translation of brand values into product design will be discussed throughout the course.

Second half of semester

Surface Engineering for Look and Feel (5 EC) (192850870)

Every time a designer draws a solid line in a sketch or a (technical) drawing, he or she defines a new surface. Usually, the designer doesn't give these surfaces any special attention, but it should be noted that the surface has certain properties which can be altered and modified to better suit the use of the product and the requirements of the user. This course focuses on how the surface determines the visual appearance as well as the tactile properties of products. Part of the course is to making a re-design of a consumer product.

Graphic Language of Products (5 EC) (200900077)

The student will learn to develop a product for a given brand. The first part of the course will focus on analysing the brand according to some theoretical models. In this phase they have to analyse the identity of the brand, analyse the graphics and form language of the brand and specify explicit and implicit design characteristics of the brand. The second part of the course will focus on translating the brand values of a brand into a design of a product using the literature of semiotics. The brand and the product will make a new connection through the help of graphic language. The course is done by couples and during the course the students have to make a representation of

their final (graphical) concept on an existing physical model to learn to apply product graphics on a real product or have to make a 3D physical representation of their final concept.

Product Life Cycle (5EC) (192850740)

In the course of Product Life Cycle we focus on the general theory of lifecycle assessment. And on the transformations necessary in the impact assessment method. The well-known environmental LCA is used as an example. The final assignment, as group assignment is very intense and requires a lot of your intellectual capacity. As a team you're requested to develop an Impact Assessment Method to do LCA's on a different domain than the environment, for example, employment or safety, etc.

MORE INFORMATION TUITION FEES

To be paid at home institution.

ADMISSION CRITERIA

Diploma Bachelor Industrial Design Engineering or equivalent
Able to sketch professional

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