EXCHANGE STUDY PACKAGE
MARKETING DESIGN OF (CONSUMER) PRODUCTS

This module focuses on the Marketing and Design of consumer products. Among other topics, you will discuss how people experience your products, when you infringe upon the rights of others, what normally is expected from a quality point of view, how you create a digital mock-up, what clients will think when they see a design, and what messages you are sending out with specific designs. These focus areas encompass essential skills when designing and styling consumer products.

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

Product Life Cycle Management (5 EC) (192850750)

Product Life Cycle Management focuses on the information, knowledge, and experience that is part of product development. The main goal of the course is to understand and assess how people, data, information, knowledge, experience, processes, and business systems in product (development) life cycles can be managed and integrated by using an information backbone. The course addresses topics like: ERP systems, PDM systems, Design Rationale, Roadmaps, and Classification & Clustering. These topics are the basis on which students have to develop their own PLM approach.

Durability of Consumer Products (5 EC) (201000159)

Durability (resistance to degradation, aging, oxidising, and wear) is a prerequisite for the sustainability of products. This course gives an overview of surface treatments and coating techniques which are available to 'engineer' a surface, so to give the desired properties to a surface. The largest part of this course deals with basic principles and possibilities versus limitations of coating processes and surface treatments. The emphasis lies on modern processes like Physical Vapour Deposition (PVD), Chemical Vapour Deposition (CVD) and electroplating.

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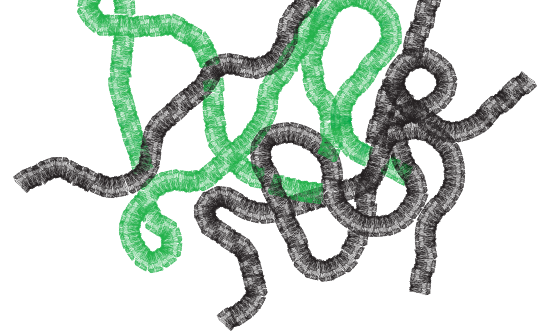
Design Histories (5 EC) (201200137)

Acquiring knowledge and insight into the history of Industrial Design since the beginning of the 20th century. Above that, the development of skills to apply this knowledge in design processes, in order to make better designs in the present and for the future. Knowledge of history can help us to acquire better understanding of the present, provides the possibility to place contemporary developments within a tradition, and helps to interpret new phenomena by means of precedents. The course will address different perspectives towards the history of design since the beginning of the 20th century.

Second half of semester

Virtual Reality (5 EC) (201000201)

This course is aimed at exploring the possibilities of virtual tools by making the combination between theoretical knowledge and background and practical application. During the course, the students must find the best fitting virtual support tool for a chosen theoretical model. The main challenge will be the conversion of a theory to a workable situation using virtual tools of a.o.t. the VR-Lab, while keeping in mind that the virtual tools should support, and not obstruct, the users.

Empirical Methods for Designers (5 EC) (201500008)

This course provides students with both active and passive knowledge on multivariate statistical techniques typically used in empirical studies of design and marketing research. Active knowledge comprises the abilities to choose the adequate multivariate technique for combinations of data and research questions, to autonomously conduct multivariate analyses using statistical software such as SPSS, and to interpret and report the obtained results. Passive knowledge refers to the ability to critically reflect upon the assumptions made as well as the reliability and validity multivariate analyses.

Embodied interaction (5EC) (201500133)

Embodied Interaction is a new design-research field. It studies the interaction between humans and artifacts and does so 'through' design. It relates to recent technological trends, such as: augmented reality, tangible interaction, ubiquitous computing, ambient intelligence, smart products, wearables, social robotics, personal health technology, and others. Embodied Interaction draws on various social- and cognitive theories, philosophy and design frameworks that explain interaction as being fundamentally embodied and situated. It asks how we may design of mixed physical- and digital interactive products that seamlessly integrate with people's everyday life and experience.

Detailed Learning Goals can be found in the Osiris

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
Spring 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**