

UNIVERSITY OF TWENTE.

MARKETING DESIGN OF (CONSUMER) PRODUCTS (30 EC)

Study level	Bachelor final year
Study load	30 EC
School	Industrial Design
Faculty	Engineering Technology
Provisional starting date	1 February 2017
Prerequisites	<ul style="list-style-type: none">• Two years Bachelor-level training in Industrial Design Engineering or equivalent (such as Advanced Technology or Creative Technology).• Solid background in Engineering, Mathematics and Design.• Able to sketch professionally by hand and by using software (e.g. Solidworks).
Instruction language	English
English language requirement	IELTS 6.0 or TOEFL iBT 80
Tuition fees	To be paid at home institution

ABOUT THE PROGRAMME

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.

COURSE OVERVIEW

First half of semester	Second half of semester
Product Life Cycle Management	Virtual Reality
Surfaces for comfort and Touch	Design History
Durability of Consumer Products	Graphic Language of Products

COURSE INFORMATION

FIRST HALF OF SEMESTER

PRODUCT LIFE CYCLE MANAGEMENT (5 EC)

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.

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SURFACES FOR COMFORT AND TOUCH (5 EC)

This course first gives an overview of friction and lubrication, human skin, skin tribology, and comfort sensation. In addition to this, the comfort and touch properties of the surface are explained using material properties, surface roughness, contact mechanics, surface treatments, as well as lubricants. Possibilities to change the comfort and touch of products are discussed, including the ways to influence friction and the biomimetic approaches. Design tools and human evaluation methods are presented in order to apply tribological systems for comfort in the right way.

DURABILITY OF CONSUMER PRODUCTS (5 EC)

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. Examples of desired properties of a surface related to durability are wear resistance and corrosion protection. Additionally, decorative purposes can also be a reason to apply surface treatments and coatings. 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.

SECOND HALF OF SEMESTER

VIRTUAL REALITY (5 EC)

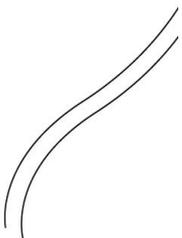
This course is aimed at exploring the possibilities of virtual tools by making the combination between theoretical knowledge and background and practical application. During the course, the students must find the best fitting virtual support tool for a chosen theoretical model. The main challenge will 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.

DESIGN HISTORY (5 EC)

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. In short, knowledge of the history of the discipline is not only to ascertain a scholarly attitude or to win with trivial pursuit, but foremost to be able to make better designs. The course will therefore address different perspectives towards the history of design since the beginning of the 20th century.

GRAPHIC LANGUAGE OF PRODUCTS (5 EC)

You 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.



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LEARNING GOALS

After successful completion of this Exchange Study Package, the student is able to:

1. Acquire knowledge about surface engineering technology and apply this to the design of products for comfort;
2. Be experienced in selecting, combining, and integrating virtual tools;
3. To be able to make better designs;
4. Obtain skills to analyse and reflect on design decisions;
5. To be able to develop a product for a given brand.

