

Product Design 2018/19

Seminar 1

Content

Evaluation criteria:

		Výstup	Max. body	Time
A	Participation and activity at seminars	Evidence	20 p.	During whole semester
B	Exit trial tests	10 question open and closed question	20 p.	Last week of semester
C	Partial task and homeworks presentation		3x 20 p. (15+5)	According time schedule
D	Extra points for extra activity	Report of 1-2 pages about activity	3x5 pp.	During the semester

Partial task will be selected by individuals, pair and group of maximum three students. They can select on of the theme and will inform a about that

Partial task:

C1) Documentary movie feedback

Task: Watch proposed movie and point out interesting information about the content and most important learning regarding the Product design topic. What was the most interesting topics inside

C1a) Movie: Helvetica (2007. Director Gary Hustwit available at:

<https://documentarylovers.com/film/helvetica/>

C1b) Movie: The Lightbulb conspiracy (2009). Director

<https://documentarylovers.com/film/the-lightbulb-conspiracy/>

C1c) Design and Thinking. Director Mu-Ming Tsai <https://vimeo.com/86338190>

C1d) Design is one (2012) Director: Kathy Brew and Roberto Guerra. Available through subscription at: <https://www.kanopy.com/product/design-one>

C1e) Icons of 20th Century Design (different moviers). Different directors. Available through subscription at: <https://www.kanopy.com/product/icons-20th-century-design>

C2) Use of selected design principles and elements in selected industry design

Task: Choose some industry from proposals, select product with interesting design inside this category. Use internet pictures to find several pictures of products in this category. Than try to identify use of principles and elements as they were mentioned in lecture on examples of different products. Describe why you consider it as example of use and what perception and why should be achieved through the use of such principle.

C2a) Furniture and interior design

C2b) Automobile industry and cars

C2c) Home equipment and appliances

C2d) Fashion, textile and shoes

C2e) Commercial places, shops, retail space, restaurants and cafeteria places.

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C3) Product design – practical suggestion

Content: As we made suggestion of design changes in seminar room where student have their seminars, develop it into concept of changes and present according the principles of Product design specification as there are mentioned in lecture.

C4) Design as source of competitive advantage

Content: Design evaluation is subjective process and therefore declaration and prove of achievements is relatively hard. That is why system of competition and awards is often used for design evaluation and declaration of competences of different designer and designer studios. You have example of different competition which deal with product design evaluation. Look at webpages and characterize award, its goals and aims, benefits for participants and normal consumer, participants and winners and interesting information you can get from pages.

C4a) Design competition. The A'Design Award and Competition

<http://www.designaward.com/>

C4b) Design competition. International Design Awards. <https://idesignawards.com/>

C4c) Design competition. The European Design

Awards. <https://europeandesign.org/>

C4d) Design competition. Red Dot Design Award. <https://www.red-dot.org/>

C4e) Designer companies and their source of success. There are several companies who offer their design competences and prepare product design as outsourcing activity. Discover information about their work and roots of their success. You can choose one from following companies described in article

<https://www.dexigner.com/directory/cat/Industrial-Design/Companies>

C5) Recent trends in product design

Content: Design reflects changes in society and economy. Discover recent trends and opportunities is crucial to be able prepare design which will be attractive for customers in future. Paper presents content and impact of recent trends in society at product design. Beside use of existing available articles and information from internet should group present their opinion and examples how such trend can influence their personal everyday life.

C5a) Eco-design and its role and place in recent market

C5b) Circular economy, zero waste and its impact on the design of products and processes

C5c) Nanotechnologies and impact on product design

C5d) Genetics and biotechnologies and their impact on product design

C5e) Traditional, retro market and its impact on product design and designer work

Literature and exam source:

Handouts, presentations, lectures and other material will be presented on web site

www.strhan.com or on other places which will be announced. Other materials, if necessary, will be prepared in copy form.