



UNIVERSITI TEKNOLOGI MARA

IDE560: INDUSTRIAL DESIGN COLLABORATION PROJECT

Course Name (English)	INDUSTRIAL DESIGN COLLABORATION PROJECT APPROVED
Course Code	IDE560
MQF Credit	3
Course Description	This course aims at introducing students to the activity of analysis as a basis to creating design. This studio-base course which is a semester long project will also see to students' understanding to advance material and manufacturing technology, within a framework of collaboration project with Manufacturing Industry of Consumer Product. The scope can either be a live project or conceptual project. This course includes analysis of proper material for mass production or one-off prototyping methods. Combining knowledge acquired from previous Industrial Design courses, students will focus on selection of manufacturing processes that directly relates to the needs of user, the resources of manufacturers and allocated time to market of product. Course will also include general understanding of cost effective processes to meet various design constraints.
Transferable Skills	Students able to learn the advance material and manufacturing technology within a framework of collaboration project with manufacturing industry of consumer product.
Teaching Methodologies	Lectures, Blended Learning, Case Study, Tutorial, Discussion, Presentation, Collaborative Learning, Project-based Learning
CLO	CLO1 Demonstrate social interaction in a design project setting. CLO2 Demonstrate a good work responsibility through industry engagement. CLO3 Demonstrate effective communication skills of industry- relevant design ideas.
Pre-Requisite Courses	No course recommendations
Topics	
1. Proposal of company for collaboration 1.1) Propose 3 potential companies for collaboration	
2. Company Analysis 2.1) Company Strategy 2.2) Organizational Structure 2.3) Systems 2.4) Skills	
3. Establish design criteria 3.1) product bench marking 3.2) Product positioning	
4. Initial Ideation / thumbnail sketches 4.1) Development of product concept	
5. Idea development - informative sketches 5.1) Detailing	
6. Idea development - informative sketches 6.1) Technology, material & production process feasibility	
7. Mock-up 7.1) Mock-up development	
8. Preliminary technical drawing (semi-prototype) 8.1) Technical aspect	
9. Final design 9.1) Concept revision & technical drawing approval	

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Analysis	10%	CLO1
	Assignment	2D Development	20%	CLO2
	Assignment	3D Development	20%	CLO3
	Final Project	1) Portfolio; 2) 2D & 3D Development; 3) Presentation	50%	CLO1

Reading List	Recommended Text	<ul style="list-style-type: none"> • Boucharenc, C., A 2013, <i>Design and Innovation Consulting Firm</i>, National University of Singapore • Koos Eissen 2014, <i>Sketching Product Design Presentation</i>, BIS Amsterdam • Patrick Chia 2013, <i>Design Incubator: A Prototype for New Design Practice</i>, Laurence King Publishing London • Nancy Duarte 2015, <i>Slide: Ology: The Art and Science of Presentation Design</i>, O'Reilly Media, Inc. USA • Garr Reynolds 2013, <i>Presentation Zen Design: Simple Design Principles and Techniques to Enhance Your Presentations</i>, Pearson Education US • Alina Wheeler 2012, <i>Designing Brand Identity : An Essential Guide for the Whole Branding Team</i>, 4th Edition Ed., John Wiley & Sons Inc.
	Reference Book Resources	<ul style="list-style-type: none"> • Nor Azlaily Azwal 2013, <i>The Study on How Colour Affects Your Mood in Advertising</i>, Universiti Teknologi MARA. Faculty of Art and Design • Hi-Design International Publishing Co., Ltd. 2012, <i>Commercial Display</i>, Dalian University of Technology Press • Ole Qvist-Sorensen, Loa Baastrup 2019, <i>Visual Collaboration</i>, John Wiley & Sons [ISBN: 1119611040] • Harold Kerzner 2015, <i>Project Management 2.0</i>, John Wiley & Sons [ISBN: 1118991257] • Tanny McGregor, <i>Ink & Ideas</i> [ISBN: 0325092532]
Article/Paper List	This Course does not have any article/paper resources	
Other References	<ul style="list-style-type: none"> • Website Jan Schultink 2012, <i>Pitch It! Secrets of A Presentation Designer</i> http://www.slidemagic.com 	