



UNIVERSITI TEKNOLOGI MARA

IDT318: PRESENTATION FOR COMMERCIALISATION

Course Name (English)	PRESENTATION FOR COMMERCIALISATION APPROVED
Course Code	IDT318
MQF Credit	1
Course Description	This covers the aspect of design communication in industrial design. Students are given exposure to the branding of the product related to design class, they have to solve their problems creatively. Furthermore, the students will produce a design communication for their selected product that the students will produce in a design studio class. They will learn to market their products for commercial purposes.
Transferable Skills	Commercialisation Aspect Communication in Design Intellectual Property
Teaching Methodologies	Lectures, Tutorial, Discussion
CLO	CLO1 Propose an idea and its value proposition in the shortest possible manner. CLO2 Explain 2D flatwork and elements of design communication in industrial design according to the industrial design process . CLO3 Discuss potential idea for commercialization through academic discourse.
Pre-Requisite Courses	No course recommendations