

Course Code	Course Name	Year/Semester	Theory	Practice	Credits	ECTS
IAED 3153	INDUSTRIAL PRODUCT DESIGN	2020/Fall	3	0	3	3

**Level of Course:** Undergraduate

**Course Type:** Elective Course

**Language of**

**Instruction:** English

**Course time:** Thursday, 13.30 – 16.50

**Office Hours:**

**Course classroom:** Online

**Mode of Delivery:** One o one critique, Virtual Class Teaching, Presentations, Assignments, Technical trips

**Prerequisites and**

**Co-requisites:** None

**Course Coordinator:** Associate Prof. Dr. Mustafa Küçüktüvek

**Name of Lecturer(s):**  
**Course Teaching** Associate Prof. Dr. Mustafa Küçüktüvek

**Assistant:**

**Course Objectives:** To provide knowledge about the industrial product design concept and its relations with the customer  
To comprehend design criteria for industrial product design  
To provide information about the types of industrial product design  
Evaluating the visual and functional relations of industrial products

**Course Description:** This course covers specific technical, ergonomic, and functional requirements in industrial product design. Both new designs and innovations are emphasized. The focus of the design components is on color, texture, ergonomic and cultural issues. Students are encouraged to draw different design options and obtain different design solutions from a comparative perspective.  
This course provides a general groundwork for best practices and gainful employment within the industrial design industry. Techniques in brainstorming, design development, presentation, and problem-solving are discussed in detail. Students primarily observe various guest designers and experts while participating in some design work of their own.

**Learning Outcomes:** **Upon successful completion of the course, students will be able to:**

1. Engage in creative industrial product design practice.
2. Use an investigative approach to design.
3. Compose concepts, scenarios, and user profiles with lifestyle and consistent design ideas, through techniques.
4. Use the basic techniques of surveying the context.
5. Apply their conceptual approach to the design.

**Language:** The studio classes and discussions will be in English. Developing your verbal language skills will be very important in acquiring the disciplinary terminology as well as daily communication at the class.

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**Textbooks:**

1. The Design of Everyday Things by Donald Norman
2. Manufacturing Processes for Design Professionals by Rob Thompson

**Recommended Text Books:**

3. Product Design and Development by Karl Ulrich, Steven D. Eppinger
4. Sketching: Drawing Techniques for Product Designers by Koos Eissen, Roselien Steur
5. The Art of Innovation: Lessons in Creativity from IDEO, America's Leading by Jonathan Littman
6. The Design Thinking Playbook: Mindful Digital Transformation of Teams by Michael Lewrick

**For the terminology:**

1. Francis D. K. Ching, 2005. "Interior Design Illustrated, John Wiley&Sons.
2. Interior Design by Jenny Gibbs
3. Philosophy of Interior Design by Abercrombie, S.

**Reading Textbooks:**

4. The Fundamentals of Interior Architecture by John Coles and Naomi House.
5. The Handbook of Interior Architecture and Design edited by Graeme Brooker and Lois Weinthal.

**Timeline of Architecture and Art history:**

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**Planned Learning Activities and Teaching Method:**

**Learning/Teaching Method:** This is a studio course and students learn about the design process by getting directly involved in the process. The studio practice is supported by lectures and group/one-to-one critique sessions. The main teaching medium in the studio is individual critiques.

**Project Development:** A series of assignments with an emphasis on the main topic will be offered in this course. It is mentioned the industrial product design assignments in course content. For developing the projects **minimum of 70% critiques are expected**. The development of the project will be evaluated by following the project improvement during the critique sessions.

**Class Participation:** Regular attendance of all enrolled classes is expected. Do not be late for the class. **Attendance will be taken through your signature within the first quarter of the class; if you come later you will be considered half-attended.** At the end of the Semester, your attendance will be reported on the UBS. Attendance is compulsory and in case of absenteeism of more than **30%**, the system will automatically grade you "FX". If you miss a class, it is your responsibility to 'make up' all work, including items discussed in class. The class contribution will be measured in terms of quality, not quantity.

**Academic integrity & plagiarism:** Academic integrity is the pursuit of scholarly activity based on the values of honesty, trust, fairness, respect, and responsibility. Practicing academic integrity means never plagiarizing or cheating, never misrepresenting yourself, never falsifying information, never deceiving, or compromising the work of others. Basically, this means, either intentionally or unintentionally, using the words or ideas of someone else without giving credit, it's strictly forbidden.

**Course Textbooks:** Students are required to study recommended reading textbooks and also do researches on the variety of architectural presentation techniques.

**Key Works:** In this studio course lectures and assignments mainly focus on user requirements, critical thinking, elements of design, and the awareness of basic concepts, factors, functions, and materials in designing a space.

**Specific Rules:**

1. Be punctual. Punctuality is a sign of respect toward yourself and the others.
2. Show respect for all the people and property around you.
3. Be responsible for your actions and meet all expectations.
4. Follow directions the first time they are given.
5. No candies or gums are allowed in the classroom during classes.
6. Students should raise their hands to signal a question or to answer a question.
7. Students should use the Internet at school for academic purposes only.
8. It is forbidden to record classes with any type of device.
9. Each student has a different learning style. Please create your strategy to learn the topics mentioned in Syllabus.
10. If you request, the instructor may repeat a lecture in the class or in the office and explain the subjects what you do not understand.
11. Students will be prepared for market conditions and their professional life during the education period. Everyone will be treated equally and fairly. Please do not expect a privileged or special treatment from your instructor.
12. Please send your requests about the course to the instructor without delay. When the training process is completed, it is not possible to fulfill any demand.

**Communication:**

If you have any question about the syllabus, your responsibilities in the course and assessment procedures please ask your instructor without any delay.

Students are encouraged to visit the professor during their Office Hours. If you cannot make it to announced office hours, please make individual arrangements via e-mail. However, do not expect the professor and the research assistant to respond at length via e-mail to questions of content, the definition of terms, grading questions, etc. If you have a question that requires a substantive response, please set up an appointment to speak with one of us.

**Course Contents\*:  
(Weekly Lecture Plan)**

Date	Week	Chapter Topic	Take-home exercise
8.10.20	1	- Course introduction	
15.10.20	2	-Industrial product design criteria; Function, utility, meaning Preparing first sketches	Ass 1: Design-art relationship



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22.10.20	3	Types of industrial products	<b>Ass 2:</b> Product-user relationship
31.10.20	4	<b>-Industrial product design criteria;</b> Design cycle Preparing sketches	
5.11.20	5	<b>- Critiques on design</b> The concept of industrial product Preparing sketches	<b>Ass 3:</b> Shaping your concept and scenario
12.11.20	6	<b>- Critiques on design</b> Human factors in product design	<b>Ass 4:</b> Preparing drawings
19.11.20	7	<b>-Review of industrial designs</b>	
	8	<b>- Industrial product design midterm submission</b>	-Concept and scenario -Production methods, materials, -Technical drawings -Model (Poster size 50*70 cm)
3.12.20	9	<b>- Critiques on design</b> Material-Production-Technology relations	<b>Ass 5:</b> Preparing a proposal about the production process
10.12.20	10	<b>- Critiques on design</b> Material-Production-Technology relations	<b>Ass 6:</b> Choosing materials
17.12.20	11	<b>- Critiques on design</b> Market and Product Relationship	
24.12.20	12	<b>- Critiques on design</b> Corporate identity, national identity, design policies	
31.12.20	13	<b>- Critiques on design</b> The concept of sustainability in Industrial product, maintenance and operation.	
07.01.21	14	<b>- Final review of industrial products</b>	-Concept and scenario poster -Production methods, and materials poster -Technical drawings -Render (Poster size 50*70 cm)
<b>FINAL SUBMISSION/JURY</b>			

\* PLEASE NOTE: Details of the syllabus and course schedule are subject to minor changes that will be announced in class.

**Grading:** Midterm and final exam responses will be evaluated for accuracy, thoughtfulness, and clarity. Assignments will be evaluated for content, quality of ideas, and clarity of presentation (including all necessary materials).

**Assessment Methods and Criteria :**

METHODS	EFFECTS ON GRADING
Participation, Critiques, and Project Developments	20%
Midterm submission	30%
Final Submission	50%

**ECTS Workload Table :**

ACTIVITIES	NUMBER	HOUR	WORKLOAD
Course Teaching Hours	13	3	42
Assignments	12	2	24
Project Developments	1	3	3
Midterm submission	1	3	3
Final Submission	1	3	3
<b>Total Workload</b>			<b>75</b>
<b>Total workload/25</b>			<b>75/25</b>
<b>ECTS</b>			<b>3</b>

**GRADING AND EVALUATION**

The students' progress will be evaluated throughout the semester.

Grade Scale:

GRADE	MARKS	VALUE
A+	100	4.00
A	95-100	4.00
A-	85-94	3.70
B+	80-84	3.30
B	75-79	3.00
B-	65-74	2.70

GRADE	MARKS	VALUE
C+	60-64	2.30
C	55-59	2.00
C-	50-54	1.70
D+	45-49	1.30
D	40-44	1.00
F	0-39	0.00