

Course Code	Course Name	Year/Semester	Theory	Practice	Credits	ECTS
IAED 3153	INDUSTRIAL PRODUCT DESIGN	2024-2025 / FALL	3	0	3	3

Level of Course: Undergraduate

Course Type: Elective Course

Language of Instruction: English

Course time: Friday 14:00-17:00

Course Classroom: BB-35

Mode of Delivery: Class Teaching, Presentation, Assignments, Project Development

Prerequisites and Co-requisites: N/A

Course Coordinator: Lec. Elif Bakkaloğlu

Course Teaching 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. The course deals with the practice of creative and innovative industrial product design.
2. Use an investigative approach to design.
3. Compose concepts, scenarios, and user profiles with lifestyle and consistent design ideas, through techniques
4. Uses professional basic techniques of surveying and examine the context.
5. Apply 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.

**Recommended Text
Books:**

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

**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 method 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. .If you need to leave early, you should notify your professor at the commencement of the session.

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 Text books: 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. Students should raise their hand to signal a question or to answer a question.
6. Students should use the Internet at school for academic purposes only.
7. It is forbidden to record classes with any type of device.

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 to respond at length via e-mail to questions of content, definition of terms, grading questions etc. If you have a question that requires a substantive response, please set up an appointment to speak with your instructor.

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

Date	Week	Chapter Topic	Take-home exercise
23.09.24	1	Course introduction, syllabus overview	
30.09.24	2	Lecture: *Industrial product design definition and criteria-Function, utility, meaning *Types of industrial products	Preparing first design proposals
07.10.24	3	Lecture: *Human factor in product design, user approaches in product development process *Investigative approach for corporative identity for product design Critiques for design and drawings Classwork: Proposals for design, sketches-critiques	Assignment 1: Prepare a presentation including; -Definition of your corporative identity -Moodboard and scenario-user profile -First proposals for design, drawings
14.10.24	4	Lecture: *Factors that industrial design focuses on in the development process *Design process-from concept to production Student presentations and discussions	



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21.10.24	5	Lecture: Aesthetic and functionality perception in product design Critiques	Project development
28.10.24	6	Studio study Individual critiques for project development	Project development, finalize drawings and 3D
04.11.24	7	*Review of industrial designs, critiques on project	Midterm preparations
	8	MIDTERM EXAM	
18.11.24	9	Lecture: Manufacturing Strategies in Industrial Design Critiques for midterm review, design revisions	Assignment 2: *Prepare a powerpoint presentation including; -Material selections and their characteristics for sustainable design - Manufacturing process of your design
25.11.24	10	Lecture: *Material,Production,Technology relations * Market and Product Relationship	-Application drawings of design -Introduction to manufacturing process
02.12.24	11	Lecture: The concept of sustainability in industrial product, maintenance and operation.	-Continue to manufacturing process - Collection of production process photos
09.12.24	12	Lecture: What is Industrial Design Registration?	Project development
16.12.24	13	Critiques on project	Project development
23.12.24	14	Critiques on project-final preparations	Final preparations
30.12.24	15	Desk critiques	
		FINAL SUBMISSION	

* 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. Students' progress also will be evaluated throughout the semester based on their performance in critiques. Students with the Final Grade below C- (50) are required to repeat the course.

**Assessment Methods and
Criteria :**

METHODS	EFFECTS ON GRADING
Presentations/Assignments/ Project development	20%
Midterm Exam	30%
Final Submission	50%

ECTS Workload Table :

ACTIVITIES	NUMBER	HOUR	WORKLOAD
Course Teaching Hours	14	2	28
Assignment(s)	2	3	6
Midterm Preparations	1	10	10
Midterm	1	3	3
Project development	14	1	14
Final Preparations	1	11	11
Final	1	3	3
Total Workload	0	0	75
Total workload/25			75/25
ECTS			3

GRADING AND EVALUATION

The students' progress will be evaluated throughout the semester.

Grade Scale:



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GRADE	MARKS	VALUE
A+	-	
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	2.40
C	55-59	2.20
C-	50-54	1.70
D+	45-49	1.30
D	40-44	1.00
F	0-39	0.00