The course of INTRODUCTION TO PRODUCT DESIGN I is an introductory module to learn the basic of product design and is elementary for further studies of product design development. It aims to learn the fundamentals of product design; what does GOOD DESIGN mean through practicing a series of the hands-on design exercises and enhance the basic understanding about the process of product design development by exploring the potentials of geometric form to transform into the product prototype.

The course was structured in the following two sessions:

SESSION 1:
WHAT ABOUT GOOD DESIGN
-design anatomy exercise - natural product
-design anatomy exercise - industrial product

SESSION 2:
PRODUCT DEVELOPMENT BASIC
-geometric design exploration exercise

The first session is consisting with a variety of exercises to sensitize the students to their living environment and let them get the basic skill sets to make scientific observation and analyse on both natural- and industrial products with designer’s eyes. The second session is to learn the basic of geometric forms and gain the basic skill to explore design based on geometric form.

These two sessions are practiced in tight relation with the course of MODEL MAKING, in which the students gain the skillsets to build hand made prototypes with the basic materials such as paper, cardboard, plasters, glue etc.

In the end of the course, the students completed their first design with the 1:1 scale model and presented to the public in the end of the semester exhibition.
Final outcomes:
Design exploration of geometric form

SOAI
study for an architectural column

NONA NONA
hunging lamp

design: Thi Tuyet Chinh Pham

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ORBIT
hunging lamp

design: Mirjam Faber

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MUTHALATHAT
modulorle acaustic management
wall panel

design: Anad Eman
The Introduction to Product Design II course of SS2017, which was given a special title DESIGN-ATHLON BASIC, was practiced by challenging two design competitions. The main major competition is the 6th edition of Glassberries Design Awards, which BAU IB product design department was selected among 12 design schools in Europe to participate under the sponsorship of BA GLASS, the world 4th biggest glass industry based in Portugal, and the second competition is of own choice. The aim of this course is to experience the entire process of product design to get new skillsets to complete a design proposal and to submit to the clients. And the ultimate goal is learn about the own design approach by doing the competition projects.

Through the Glassberries design competition project, the students experience the entire process to make a design proposal to the client industry; visiting the factory, getting the professional briefing of the design project, concept development, technical design development, technical review with the technical experts of the company and complete the presentation board with rendering/photo images of the product. By challenging another competition of own choice, the student experience to “learn-it-yourself design method” using at most the competition projects.

As the first design projects which practiced beyond the school classroom, the student developed the ideas and design individually under the close consulting by Veiko Liis, young Estonian top designer and the winner of multiple student’s design competitions, under the supervision of Prof. Masayo Ave. This course was practiced in tight relation with the courses of Digital Media I and II course, in which the students enhance their skill of skerching and rendering using multiple 2D and 3D softwares to realize the presentation boards for the competition.

All the students submitted the works, which present their gaining basic design skill sets to complete the design competition proposal and the works are selected in the 6th edition Glassberries Design Award portfolio, which will be presented to the clients of BA Glass in the coming years.
Final Outcome 1
The 6th edition
GLASSBERRIES DESIGN AWARDS
2017

Mirjam Faber.
Tuyet Chinh Pham Thi,
Anad Emam,
Esther Okaezi,

*all works are selected to be included in the 6th edition Glassberries Design Award Portfolio.
Final Outcome 2
Individual design competition challenges:

TERRE D'HERMES limited edition competition
Mirjam Faber.
Tuyet Chinh Pham Thi,
Anad Emam,

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CREATIVE CONSCIENCE competition
Esther Okaezi,
This course Visual Media in Product design offer the lessons to learn the basic technique of hand drawings, sketches and visual presentation. Starting from the 2D technical hand drawing with pencils, then learn hand rendering using copic makers. Lighting analysis and exploration of colouring styles are also practiced using different methods and techniques to express material, lighting, weight as well as usability. Final step of this course is to render it with Photoshop program so to learn the basic operation of the program.
This course is derived from the basics of "Visual Meria in PD" and makes the stem from analogue to digital visualization. Modern 2D software mimics traditional techniques very well and offers a wide range of powerful tools that accelerate and simplify the process of drawing realistic representations. In addition, the combination of computers and interactive graphics tablets allow designers to produce even more intuitive works. Here, the combination of analogue and digital drawings techniques offer a variety of individual forms of expression. The quick hand sketch for example gives a personal touch to Photoshop rendering and gives the necessary openness and efficiency to a representation in the early phase of the design process.
This course introduces a two and three dimensional visualization using CAD and CAID and exemplifies the workflow of modern product development. 3D design and display options are an important link in a design process chain, from the 2D sketch as the basis of the 3D design construction with renderings and animations, through to the rapid prototyping process.

The display options through renderings and extensions in model building resulting from CAD and CAID are becoming more extensive and important in the work of the designer. In addition to the creativity and accurate implementation of the ideas, the designer must carefully consider the feasibility of his design. A possible production or reproducibility of the designs is the target of product design.

In SS2017, the competition project for Glassberries Design Awards is linked to this course and the students are challenged to render their own glass jars with 3D CAD software.
The aim of the course of MODEL MAKING is to learn the basic of geometric form and the construction techniques to realize product prototypes by practicing a variety of exercise, such as 2D Kirigami construction, 3D Origami construction and 3D Layering construction. The goal of this course is to let the students gain the ability to apply these techniques to realize the product prototypes with own hands using the basic simple tools and materials.

The course was constructed in two sessions.

SESSION 1:
GEOMETRIC FORM MAKING EXERCISE
Circle-Triangle-Square with Kirigami, Origami and Layering techniques.

SESSION 2:
PRODUCT MODEL MAKING

The first session was consisting with three exercises to gain a skill to construct the basic geometric forms and the second session was to make 1:1 scale model of the products in paper and card board material.

These two sessions were practiced in tight relation with the course of Introduction to Product Design I course, in which the students learn the basic of product design development exploring geometric forms.

In the end of the course, the students completed the 1:1 scale models of the products, which they designed in the course Introduction to Product Design I, and presented to the public in the end of the semester exhibition.
Exercise outcomes:
GEOMETRIC FORM MAKING
EXERCISE 1
with Kirigami construction technique
Out comes:
GEOMETRIC FORM MAKING
EXERCISE 2
with Origami construction technique

Outcomes:
GEOMETRIC FORM MAKING
EXERCISE 3
with Layering construction technique