The course of DESIGN PROJECT I is the course of “Learning by Doing”. The 4th semester students experienced the entire process of professional product design project; basic research and analysis, concept development, technical design development and conclude with design proposal presentation with interactive prototype which accompanied with visual communication.

The course was constructed in the following 4 sessions.

SESSION 1:
DESIGN ANALYSIS
- Colours, Patterns and Meanings of the world flags

SESSION 2:
CONCEPT DEVELOPMENT
- Designing concept of the Flag for Antarctica

SESSION 3:
PRODUCT DEVELOPMENT
- Technical development of Interactive product for Antarctica, using Arduino micro processor

SESSION 4:
FINAL PROTOTYPE MAKING

The first two sessions of design research & analysis and concept development were conducted in particular as a joint course of the product- and the communication design department. It aims to let the students experience to work on a design project by forming interdisciplinary design team, which consists both product- and communication design students and learn the basic of both design disciplines.

The project was completed as the two interactive prototype models of the project DESIGN for ANTARCTICA, which presented to public in the end of the semester and ready to apply for Antarctica Biennale 2018.
Final Outcome

**DESIGN for ANTARCTICA**
- connecting the invisible continent with the rest of the world

Antarctica: A frozen invisible continent, five times bigger than Australia, but what happens in Antarctica affects us all. Antarctica and all its inhabitants living on and under the thick ice shelves is a barometer of the global environment.

Studying the recent events and scientific discoveries in Antarctica, six students of the product design departments at the BAU International Berlin challenged themselves on the project DESIGN for ANTARCTICA in team, under the direction of Masayo Ave in autumn semester 2016-17.

The prototypes of two joyous interactive design objects are made to promote the shared consciousness of ANTARCTIC ICE-SHELVES and PULSING LIFE in deep sea, aiming to connect the invisible continent with the rest of the world and to open up a dialogue about the threats and the hopes found in Antarctica, and about the future of our living environment.
The Product Design Project II course of SS2017, which was given a special title DESIGN-ATHLON 2017, was practiced by challenging multiple 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 by BA Glass, the world 4th biggest glass industry based in Portugal, and/or the other competitions are of own choice.

The aim of this course was to develop in particular the professional skillsets of product design story telling by experiencing entire process of product design and making professional presentation to the real industrial client.

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, making field research, concept development, technical design development, making a presentation for technical review by the technical experts of the company, and complete the story telling presentation board and submit to the client.

The student explore the ideas as a design team, which produce the multiple proposals from a variety of topics under the instruction of Prof. Masayo Ave. This course was practiced in tight relation with the courses of Digital Media IV course, in which the students improve the quality of their CAD renderings to realize the presentation boards in professional manner for the competition.

All the students submitted the works and two of the works won the awards: Bronze Glassberries (3rd best) by Michelle Sprenger, and BA Glassberries (4th best) by Karl-Fredrik Stenhaug. All the other 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

Michelle Sprenger
*Bronze Glassberries winner
Karl-Fredrik Stenhaug
*BA Glassberries winner
Kristrún Ýr Óskarsdóttir,
Christina Arndt,
Nazare Meneres (erasmus exchange student),
Lukas Stotz.
Joy Sindern,
Final Outcomes 2

NORTHERN LIGHTING
design competition

Joy Sindern

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CORE 77
design competition

Nazare Meneres
*erasmus exchange student

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TERRE D’HERMES limited edition
design competition
and
K-DESIGN award

Yigit Kurukafa,

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BOLIA design award

Karl-Fredrik Stenhaug

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Die Neue Wiener Werkstatten
Design Award

Lukas Stotz
The course of MATERIAL DESIGN aims to deepen the knowledge about the industrial materials and get the basic skillsets to play with materials to apply their potentials to surface design of products.

The course is conducted in following two sessions:

get the basic skill to conduct material experiments which is to explore its new values and potentials for the industrial application.

SESSION 1.
Introductory lecture about the world of material design
MATERIAL HUNTING@BERLIN field research exercise

SESSION 2.
MATERIAL EXPLORATION exercise with paper and synthetic materials

The first session is the active research exercise "MATERIAL HUNTING@BERLIN", in which discovers the shops, manufactures and a variety of industrial materials available in the city of Berlin, and the second session is hands-on exercise to explore the potentials of the sheet of paper as well as the synthetic materials, learing the basic of surface design.

The students learned about the fundamental character of a variety of industrial materials through the hands-on exercise and analyse the materials potentials from multiple perspectives.

The goal of Material Design course was to gain the basic skill sets to make design research in industrial materials and also experiments to find new design application for products. The research reports were shared among the participants and the models realized in Material Exploration exercise were presented in the 3 design schools joint exhibition TOUCH, LISTEN and LEARN held in the end of the semester at Estonian House in Berlin.
Outcome 1
MaterialHunting@Berlin
- material shop and industries

Michelle Sprenger
Karl-Fredrik Stenhaug
Christina Arndt,
Kristrún Ýr Óskarsdóttir,
Lukas Stotz.
Joy Sindern,
Outcome 2
MaterialHunting@Berlin
- material archive

Michelle Sprenger
Karl-Fredrik Stenhaug
Christina Arndt,
Kristrún Ýr Óskarsdóttir,
Lukas Stotz.
Joy Sindern,
Outcome 3
MATERIAL EXPLORATION 1
paper material design application

Michelle Sprenger
Karl-Fredrik Stenhaug
Christina Arndt,
Kristrún Ýr Óskarsdóttir,
Lukas Stotz.
Joy Sindern,
Outcome 4
MATERIAL EXPLORATION 2
systetic material design application

Michelle Sprenger
Karl-Fredrik Stenhaug
Christina Arndt,
Kristrún Ýr Óskarsdóttir,
Lukas Stotz.
Joy Sindern,
The sector of AR, VR virtual reality and now MR mix reality is predicted to grow strongly and enormously: In the next two years, revenue from AR augmented reality, and VR hardware and software is set to explode from just under four billion to almost 20 billion Euros, Not least because smart glasses are all the rage now: Many hardware manufacturers are launching innovative smart glasses this year. This growth could stem more from rapid development of the technology for industrial applications than the end consumer market.

This course aims to catch up to the forefront information of AR and VR to get the overview of the use and applications in many areas. Visualization of circuit boards or car bodies has been simplifying product development for years. CAD-based product design reduces development costs significantly, as fewer prototypes are needed. Virtual reality technology can be used to give a realistic experience of large buildings as early as the planning phase, making it easier for architects and statisticians to identify problems during a virtual walkthrough, and allowing them to correct errors before construction starts.

The latest use of AR, VR and MR was experienced by two of the students in DAAD workshop and also the field research of the latest technologies and discussion at Hannover technology Messe was practiced and shared among the class. The visit of the showcase and also to conduct interview to the experts was the core of the active learning of this topic.
The course Design and Ecology practiced in SS2017 was specially focused to get in touch with the eco leading industries in the wide field related to both product- and environmental design.

It is conducted as Active Learning through the field research visiting technology and innovation oriented tradefairs and the seminars to understand the fundamental fact of Design and Ecology of today. Using natural material does not always mean the best for sustainable life, yet the innovation and technologies supported by the environmental- and social responsibility of the leading industries are the foremost must-to-know topic for the designers.

Each student visited one or more tradefairs, in which include; Wasser Berlin International (Messe Berlin), Salone del Mobile (Fiera Milano), Hannover Messe (Messe Hannover), InterPack (Messe Düsseldorf), Techtextil (Messe Frankfurt), Interzum 2017 (Messe Cologne) as well as the eco-related event of own choice and do the field research of the industries and the industrial application of their eco-technologies in design. The visual presentations and report are shared among the students to enrich their learning in the most efficient way.
The field research on the foremost industrial issues of Ecology and Design was practiced at:

Nürnberg Messe | 1-6 Fen 2017
Spielwarenmesse 2017

Berlin Messe | 28-31 March 2017
Wasser Berlin International 2017

Milano Fiera | 04-09 April 2017
Salone del Mobile 2017

Hannover Messe | 24-28 April 2017
Hannover Messe 2017

Düsseldorf | 4-10 May 2017
InterPack 2017

Frankfurt Messe | 9-12 May 2017
Techtextil 2017

Köln Messe | Tue.16 May 2017
Interzum 2017

Berlin | 1-4 June 2017
State of Design 2017

Berlin | 8 June 2017
RIOT Berlin 2017