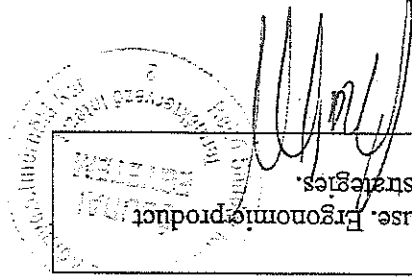


Integrated product design and Methodology of product design

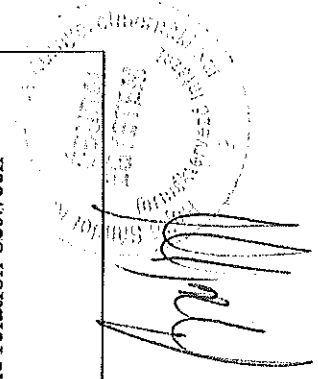
<p>1A</p> <p>The development of industrial design - the initial period of design history</p> <ul style="list-style-type: none"> - the root cause of industrial design - the meaning of design - notable persons and schools that can be linked to the creation of the design <p>1B</p> <p>Color functions and their role in design.</p>	<p>1B</p>	<p>1A</p> <ul style="list-style-type: none"> - the root cause of industrial design - the meaning of design - notable persons and schools that can be linked to the creation of the design <p>2A</p> <p>Genres of creative art (description of at least three artists)</p> <ul style="list-style-type: none"> - art concept in design - craft concept in design - design concept in design - the concept of styling in design <p>2B</p> <p>Marketing concept, development, areas. Factors affecting a company's macro- and microenvironment.</p>
<p>3A</p> <p>Approaches to design</p> <ul style="list-style-type: none"> - art-aesthetic approach - consumer-oriented design - sales-oriented design - product-oriented design - socially and environmentally oriented design <p>3B</p> <p>The role of contrasts in design. Notable color contrasts.</p>	<p>3B</p>	<p>3A</p> <ul style="list-style-type: none"> - art-aesthetic approach - consumer-oriented design - sales-oriented design - product-oriented design - socially and environmentally oriented design <p>3B</p> <p>The role of contrasts in design. Notable color contrasts.</p>
<p>4A</p> <p>The concept of the product</p> <ul style="list-style-type: none"> - description of the product processing, product types - product levels - product relations <p>4B</p> <p>Development of the science and practice of ergonomics. The history of the application of ergonomics.</p>	<p>4B</p>	<p>4A</p> <ul style="list-style-type: none"> - description of the product processing, product types - product levels - product relations <p>4B</p> <p>Development of the science and practice of ergonomics. The history of the application of ergonomics.</p>
<p>5A</p> <p>Product life stages</p> <ul style="list-style-type: none"> - description of the product life cycle - the possibilities for placing the product on the market - product obsolescence - the manufacturer's choice <p>5B</p> <p>Basics of ergonomics, design for human use. Ergonomic product development, quality and various design strategies.</p>	<p>5B</p>	<p>5A</p> <ul style="list-style-type: none"> - description of the product life cycle - the possibilities for placing the product on the market - product obsolescence - the manufacturer's choice <p>5B</p> <p>Basics of ergonomics, design for human use. Ergonomic product development, quality and various design strategies.</p>



FINAL EXAM TOPICS

INDUSTRIAL DESIGN ENGINEERING

6A	<p>Product positioning</p> <ul style="list-style-type: none"> - the concept of positioning - consumer groups analysis - design responses to consumer groups 	6B	<p>The human perception and cognition function. The structure and characteristics of short and long-term memory.</p>
7A	<p>Human needs</p> <ul style="list-style-type: none"> - the concept of needs and its relationship with the product - psychological description of needs - design theory description of needs - the role of community needs in design 	7B	<p>Basics of human information processing. The key operational mechanisms of sensory channels.</p>
8A	<p>Function</p> <ul style="list-style-type: none"> - the concept of function - description of the relation of functions - description of 5 freely selected functions 	8B	<p>The role of trade in the national economy, it's organization, macro- and microeconomic functions. Major factors influencing consumer behavior and consumer decision.</p>
9A	<p>Product design process</p> <ul style="list-style-type: none"> - description of the product design process from the arising needs until the submission of the technical documentation - external and internal factors influencing product design - a detailed description of the technical documentation 	9B	<p>Elements of product policy. The concept, value and types of the brand.</p>
10A	<p>Product manufacturing process</p> <ul style="list-style-type: none"> - a description of the product manufacturing process from the technical documentation to the packaging - product tests - designer responses for solving the problems encountered during manufacturing 	10B	<p>Elements of communication policy. The areas of marketing communication, comparison of it's tools. The relation between advertising and psychology.</p>

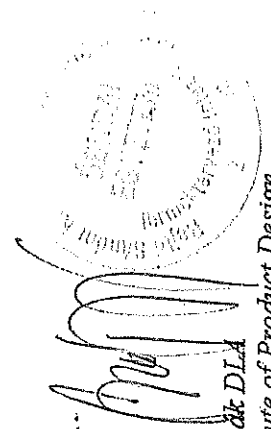


FINAL EXAM TOPICS

INDUSTRIAL DESIGN ENGINEERING

11A	<p>CAD-CAM design</p> <ul style="list-style-type: none"> - CAD-CAM concept - Areas of application for CAD-CAM - Brief description of 5 freely chosen design programs 	11B	Design for special user groups.
12A	<p>Design techniques</p> <ul style="list-style-type: none"> - description of teamwork and its role in integrated product design - advantages and disadvantages of individual design work and teamwork - a brief description of group "brainstorming" techniques. 	12B	Types of color harmony and their properties defining a style.
13A	<p>Innovation</p> <ul style="list-style-type: none"> - the concept of innovation - levels of innovation - needed tools and resources for innovation 	13B	Basics of anthropometry. Description and application of anthropometric data sources. Use of static and dynamic anthropometric data in design.
14A	<p>Ecodesign - sustainability</p> <ul style="list-style-type: none"> - the concept of ecodesign and sustainability - a design approach to sustainability - different levels of eco-conscious design 	14B	Purpose, division, sources of information of market research. Comparison of forms of quantitative market research. Basics of strategic planning.
15A	<p>Purpose, division, sources of information of market research. Comparison of forms of quantitative market research. Basics of strategic planning.</p>	15B	Possibilities of understanding of user needs. Determining the ergonomic quality of products.

19. April 2021.



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