

FEES

6-days session including
breakfast, lunch and tea break.

RM 400.00


**Note and certificate are
provided!**


Intake are limited up to 25
participants per session.

INTERESTED?

Register now by contact

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PKAS

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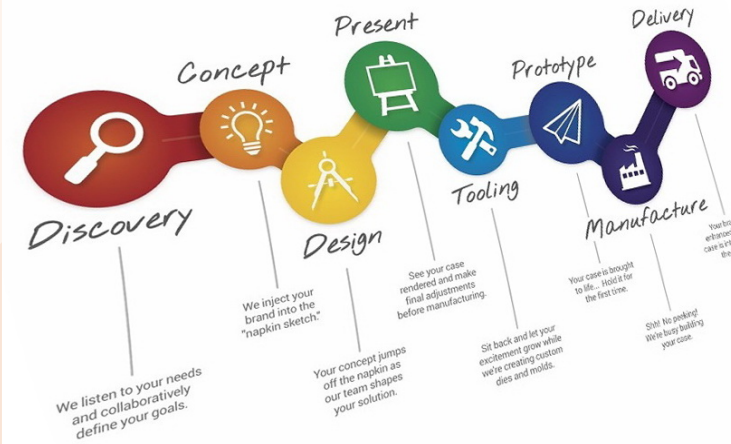
Mrs. Nur Farah Liza Ramli

Mr. Ahmad Yunus Misdi

Committee Member (Logistic)

Ms. Nor Jaziha Mat Jalil

Mrs. Siti Zaida Md. Nasir



PRODUCT DESIGN WORKSHOP

Organized by
Program Pemerkasaan Kompetensi
Akademik Siswazah,
Fakulti Kejuruteraan & Alam Bina UKM

INTRODUCTION

This course is an opportunity for participants to exercise their design muscles throughout an entire product development experience from framing through ideation to final concepts. The design process is rarely the clean linear path it is often depicted as. Navigating the nonlinearity, as well as the ambiguity that often accompanies it, is something every experienced designer must be able to do.

Upon completion of the course, participants will be able to manage tasks across the various phases of the design process. They will be able to incorporate various methods and tools during a design project and demonstrate their usefulness in a tangible product concept. The product concept will have an internal and consistent logic that reflects a deep understanding of the problem and solution areas explored.

OBJECTIVES

The goal of this course is to link specific topics of design theory to practice including:

- Framing user needs and desires
- Identifying insights
- Transforming insights into design principles
- Brainstorming ideas and developing prototypes
- Prioritizing solutions and recommendations
- Developing and communicating value

SCHEDULE

TIME	EVENT
2 DAYS, WEEK 1	
	Whole System and Lifecycle Thinking
	Improving Product Lifetime
2 DAYS, WEEK 2	
	Green Material Selection
	Lightweighting
2 DAYS, WEEK 3	
	Persuasive Design
	Group Presentation Evaluation