

PART A: Student Workload Analysis

Programme of Studies:	<i>BA in Interior Design</i>	
Name of the Course:	<i>IND411 Furniture and Product Design</i>	
Target group and type:	<i>Interior Design students</i>	
Level of the unit:	<i>BA – 7th Semester</i>	<i>Advanced</i>
Entrance requirements:	-	
Number of ECTS credits:	<i>6 (Average student working time: 150 hours)</i>	

Competences to be developed:		Program Competences
1	To recognize how various design processes lead to furniture design problem solving and to identify and acquire skills of analysis, evaluation, interpretation and criticism ranging from simple observation to thematic research.	A1, A4, C2, C9
2	To demonstrate experimentation with various materials, surfaces and forms and creatively employ them in time related problem solving- To develop an understanding for the structure and materials of furniture construction.	A9, A10
3	To experiment with various design methods in order to examine their effectiveness and compare one to another.	A9, A10.C2
4	To develop an understanding for the process of ergonomics.	A9, A10, B1
5	To distinguish the difference between mainstream and avant-garde furniture / To look upon furniture as an integrated part of the whole as well as an element which supports the concept of the specific space.	A4, B5, B7, C7
6	To encourage students to develop verbal and non-verbal communication skills.	A5, B2, B3,

Estimated student's work time distribution in hours:			
Contact hours		Student's private time	
Lecture	13	Project work	25
Studio Work	26	Experimentation	15
Interim Critique	3	Research	15
Final Critique	3	Interim Critiques Preparation	12
Final Assessment	3	Final Critique Preparation	10
		Use of Resources	13
		Tutorial	12

Total:	48	Total:	102
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Learning outcomes	Educational activities	Estimated student's work time in hours	Assessment
Students should be able to:			
WEEK 1: Introduction to the project / Video presentation of companies and designers / The genius of design. Analysis of the brief. Identifying the importance of thematic research in art and design and in the design process. Analysis of research methodology with visual references. • Brainstorming.	Lecture Attendance	1	Design Intelligence – 40%
	Studio Work	2	
	Project work/ Experimentation/Research/ Resources	8	Research and Methodology – 20%
	Interim Critique Preparation	0	Experimentation and Analysis – 20%
	Final Critique Preparation	0	
	Tutorial	0	
	WEEK 2: Explanation of the various experimentation methods. Video Presentation: Objectified. Analysis and experimentation with visual material to create work, which is visually interesting and refers back to original object An introduction to furniture design spotting the key points needed to accomplish a successful project.	Lecture Attendance	1
Studio Work		2	
Project work/ Experimentation/Research/ Resources		5	
Interim Critique Preparation		1	
Final Critique Preparation		0	
Tutorial		1	
WEEK 3: DEADLINE presentation of 10 selected companies min 6 A4 for each company. Presentation of your 10 candidate furniture companies you would like to design for through an extensive market research. Create a digital portfolio (minimum 6 A4 size pages for each company). (DESIGNERS/COMPANY PHILOSOPHY/ COMPANY HISTORY/COMPANY PRODUCTS) Further work and experimentation with visual material to create a sketchbook. Lecture on furniture designers and trends / materials.	Lecture Attendance	1	
	Studio Work	2	
	Project work/ Experimentation/Research/ Resources	5	
	Interim Critique Preparation	1	
	Final Critique Preparation	2	
	Tutorial	1	

<p>WEEK 4:</p> <p>1st Chair test / Group and 1:1 tutorials.</p> <p>Stressing the importance of visual and oral communication in design.</p> <p>Evaluation and analysis of sketchbook and introduction to furniture design problem solving.</p>	Lecture Attendance	1	
	Studio Work	2	
	Project work/ Experimentation/Research/ Resources	5	
	Interim Critique Preparation	1	
	Final Critique Preparation	0	
	Tutorial	1	
<p>WEEK 5:</p> <p>DEADLINE - Sketchbook.</p> <p>Sketchbook including conceptual sketches and drawings, collages, photos of premodels of at least 30 pages.</p> <p>Methodology of furniture design problem solving; explanation of the various methods.</p> <p>Experimentation with sketchbook material to create work, enable to translate material visually.</p>	Lecture Attendance	1	
	Studio Work	2	
	Project work/ Experimentation/Research/ Resources	5	
	Interim Critique Preparation	1	
	Final Critique Preparation	2	
Tutorial	1		
<p>WEEK 6:</p> <p>2nd Chair test / Group and 1:1 tutorials.</p> <p>Further experimentation with visual material to create new work for sketchbook, which visually translates and communicates ideas.</p> <p>Development of concept.</p>	Lecture Attendance	1	
	Studio Work	2	
	Project work/ Experimentation/Research/ Resources	5	
	Interim Critique Preparation	1	
	Final Critique Preparation	0	
	Tutorial	1	
<p>WEEK 7:</p> <p>Presentation on how to prepare pre-models, model photography.</p> <p>Evaluation of visual material.</p> <p>Identifying and stressing the importance of having a concept in furniture design projects.</p>	Lecture Attendance	1	
	Studio Work	2	
	Project work/ Experimentation/Research/ Resources	5	
	Interim Critique Preparation	1	
	Final Critique Preparation	0	

	Tutorial	1	
WEEK 8: Group and 1:1 tutorials. Identifying the need of visual intelligence and awareness in contemporary design. Search for references in existing furniture and furniture materials. Introduction to the technical part of the project. Production of technical drawings. Introduction to model making.	Lecture Attendance	1	
	Studio Work	2	
	Project work/ Experimentation/Research/ Resources	5	
	Interim Critique Preparation	1	
	Final Critique Preparation	0	
	Tutorial	1	
WEEK 9: DEADLINE - 3 pre-models of your idea - 4 A3 Visuals (sketches and photos of pre-models). Three detailed scale models must be produced prior to the execution of the final model Work on technical drawings Model making. Discussion on suitability of materials and scale.	Lecture Attendance	0	
	Studio Work	2	
	Project work/ Experimentation/Research/ Resources	5	
	Interim Critique Preparation	1	
	Final Critique Preparation	2	
	Tutorial	1	
WEEK 10: 3rd Chair test / Group and 1:1 tutorials. Further work on technical drawings and model. Introduction to model photography: the importance of scale, light and shadow, enhancing materials.	Lecture Attendance	1	
	Studio Work	2	
	Project work/ Experimentation/Research/ Resources	5	
	Interim Critique Preparation	1	
	Final Critique Preparation	0	
	Tutorial	1	
WEEK 11: Group and 1:1 tutorials.	Lecture Attendance	1	
	Studio Work	2	

<p>Work on model photos. Introduction to scale and the analogy of humans and furniture.</p> <p>Further work on technical drawings and model.</p> <p>Description of presentation techniques of technical drawings; visual examples.</p> <p>Individual tutorials to evaluate the changes needed to each project.</p>	Project work/ Experimentation/Research/Resources	5	
	Interim Critique Preparation	1	
	Final Critique Preparation	0	
	Tutorial	1	
WEEK 12:			
<p>DEADLINE 1:1 scale final model. A perfect executed and built prototype of your design preferably 1:1 scale.</p> <p>Further work on technical drawings.</p> <p>Stressing the importance of the relationship of furniture and its surroundings.</p> <p>Presentation techniques of photos in combination with technical drawings to make a complete project presentation.</p>	Lecture Attendance	1	
	Studio Work	2	
	Project work/ Experimentation/Research/Resources	5	
	Interim Critique Preparation	1	
	Final Critique Preparation	2	
	Tutorial	1	
	WEEK 13:		
<p>DEADLINE Final Visual Presentation.</p> <p>Visual Presentation (2 A3 size) of your final design proposal based on the way how your chosen companies present their products and (4 to 6 A3 size) showing the process of your design which will include sketches, photos of pre-models and process of the prototyping of your two products in scale – 26th of May 2016.</p> <p>Identifying the importance of a good presentation of a furniture /materials design project to the customer.</p>	Lecture Attendance	1	
	Studio Work	2	
	Project work/ Experimentation/Research/Resources	5	
	Interim Critique Preparation	1	
	Final Critique Preparation	2	
	Tutorial	1	
Total:		141	

Assessment Contact Hours	Hours
Interim Critique	3
Final Critique	3
Final Assessment	3
Total:	9

PART B: Complementary Material

Course Content (Syllabus):

Introduction to Furniture Design: This is an introduction to the concepts, functions, materials and techniques of furniture design. It also is a review of design theory development in two- and three-dimensional forms of a basic furniture concept or design. Lectures and design problems involve drawings, models and prototypes.

Students work on a particular project. They study and investigate the theme but also concentrating on the background history of furniture design, the development of the detail as well as the visual drawings. Importance will be placed on students' work deriving from specific concepts and understanding on the process of designing and design quality.

Studio Work: Studio work is carried out involving the whole group and takes place within the whole spectrum of the duration of the course as this is allocated on the weekly schedule. Studio work also includes interim and final critiques.

Teaching Methodology:

Extended project briefings.
Visualising skills workshops.
Demonstrations and discussions on critical parts of the subject.
Exercises.
Illustrated lectures.
Group critiques.
Student centred practical work.
Personal research, realization and manipulation in project work.

Language of Instruction:

English

Assessment Type		Weights
Interim Critique	Visual and oral presentation of sketchbook and concept/idea.	33%
Final Critique	Final presentation of the project.	33%
Final Assessments	Final presentation of the project.	34%
	TOTAL	100%

Note: The assessment criteria for Interim/Final Critiques and the Final Assessment are: Design Intelligence 40%, Research and Methodology 20%, Experimentation and Analysis 20%, Time management and Presentation 20%

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10. Fork, Phaidon 2007
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12. The Independent Design Guide – Innovative Products from the New Generation, Laura Houseley, Thames and Hudson
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17. ReadyMade, Shoshana Berger, Thames and Hudson
18. Material World, Innovative Materials for Architecture and Design, Frame, Birkhauser
19. Materiology, The Creative Industry's guide to Materials and Technology, Frame, Birkhauser.
20. The making of Design – From The First Model to the Final Product, Gerrit Terstiege, Birkhauser

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