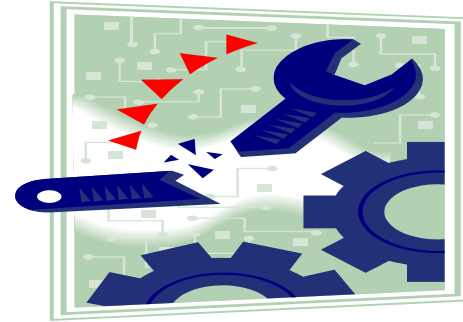
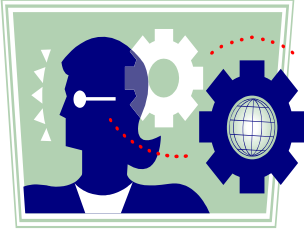


Planning and Designing Products



Instructional objectives



- Understand the steps of planning and design of products as part of business strategy, industry
- Understand and be able to apply the techniques and methods in the planning process and product design and evaluation
- Ability to implement the steps of planning the development of products ranging from idea / ideas about the function of the product (based on the perception of the needs of the market or technological innovation), product design (engineering & industrial design), prototyping, test & evaluation and continue with the activities of production and sales (product distribution)





Syllabus



- Introduction
- Product Definition & Understanding Background & Development Strategy
- Identification of Opportunities (Market Analysis / Business)
- Consumer Preference Measurement (QFD, Zero One, Etc.)
- Product Design Process (Engineering & Industrial Design)
- Analysis & Evaluation of Product Design (Preference Analysis, Paired Comparisons, VA / VE, Ergonomics, Cost Analysis, etc.)
- Product Prototyping & patents
- Case studies, Design Projects, etc





Buku Teks & Referensi

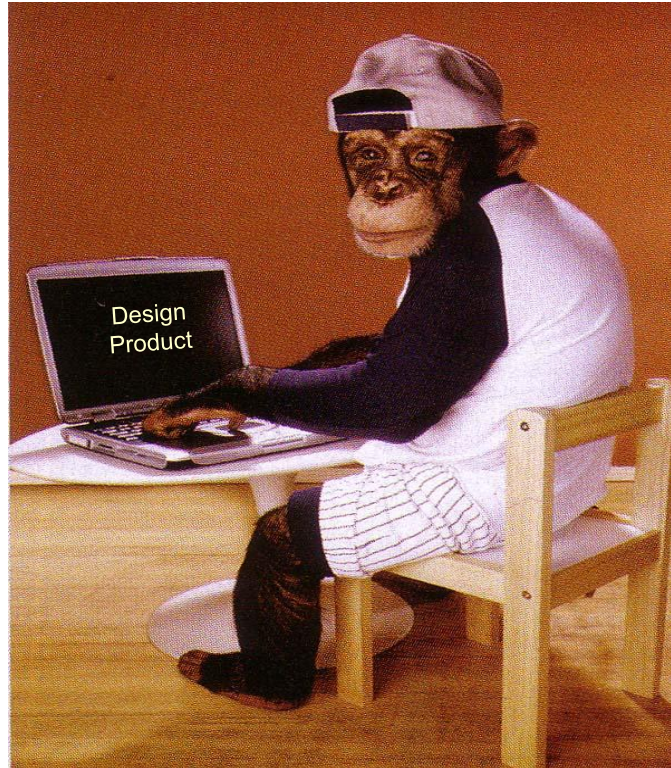


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- Wright, Ian, *Design Methods in Engineering and Product Design*, London : McGraw-Hill Co., 1998
- Etc.....

See You Next Week



End of Part introduction – to be continued ...



**Selamat Berkarya &
Sampai Bertemu Minggu Depan**