



**ESOGU Faculty of Art and Design
Industrial Design Department
COURSE INFORMATION FORM**

SEMESTER	FALL
-----------------	------

COURSE CODE	1411xx	COURSE NAME	DESIGN AND PROJECT MANAGEMENT
--------------------	--------	--------------------	-------------------------------

SEMESTER	WEEKLY COURSE PERIOD			COURSE OF			
	Theory	Practice	Labratory	Credit	ECTS	Type	Language
5	1	1	0	2	3	COMPULSORY (X) ELECTIVE ()	Turkish

COURSE CATEGORY				
Basic Education	Design	Natural and Applied Science	Social Science	Art
	X			

ASSESSMENT CRITERIA			
	Evaluation Type	Quantity	%
MID-TERM	1st Mid-Term	1	20
	2nd Mid-Term		
	Quiz	3	15
	Homework	1	20
	Project		
	Report		
	Others (Participation)	1	15
FINAL EXAM		1	30

PREREQUIEITE(S)	
------------------------	--

COURSE DESCRIPTION	<p>The main purpose of this course is to enable students to understand design as a function of the organization and to provide information about new product development processes. Students are expected to comprehend at what levels and purposes design is used in companies, the working areas of various design disciplines, the scope of a design project carried out in the company, and the performance-oriented methods used in the process. In addition, in this course, information about the job opportunities and working styles of designers will be given.</p>
---------------------------	---

COURSE OBJECTIVES	<p>The aim of this course;</p> <ul style="list-style-type: none"> • To inform students about the design process and the new product development process. • Introducing the departments involved in the new product development process to the students. • To enable students to comprehend the industrial design project management process and the factors affecting the performance of the process. • To enable students to make career planning by informing them about the working styles of industrial designers.
--------------------------	--

ADDITIVE OF COURSE TO APPLY PROFESSIONAL EDUCATION	<p>Students taking this course understand the role of design in the production organization, learn about the working styles of industrial designers, and learn the necessary tools to carry out the industrial design project process effectively.</p>
COURSE OUTCOMES	<p>Students who successfully complete this course;</p> <ul style="list-style-type: none"> • Understands the design process as a phase of the new product development process. • Have a general understanding of the different departments and tasks in production organizations. • Learns areas related to industrial design project processes and project performance. • Learns the tools and methods used in project management.
TEXTBOOK	<ul style="list-style-type: none"> * De Mozota, B. B. (2003). Design management—Using design to build brand value and corporate innovation. Design Management Institute. * Project Management Institute. (2021). A Guide to the Project Management Body of Knowledge (PMBOK Guide). Project Management Institute.
OTHER REFERENCES	<ul style="list-style-type: none"> * Antonio, N.-R. (2021). Project Management Handbook: How to launch, lead, and sponsor successful projects. Harvard Business Review Press. * Best, K. (2015). Design Management—Managing Design Strategy, Process and Implementation (2nd Ed.). AVA Publishing SA. * Ulrich, K. T., & Eppinger, S. D. (2012). Product design and Development (5th Ed.). McGraw-Hill. * Er, Ö., Er, A., & Manzakoğlu, B. T. (2010). Tasarım Yönetimi: Tanım, Kapsam ve Uygulama.
TOOLS AND EQUIPMENTS REQUIRED	<p>Personal computer to practice assigned assignments and quizzes</p>

WEEKLY COURSE SYLLABUS

WEEK	TOPICS
1	Introduction of the program
2	Basic concepts
3	Design overview
4	Overview of design management
5	Design and new product development process models
6	The way designers work and their roles in the organization
7	Innovation and design
8	MID-TERM
9	Tools for identifying design opportunities
10	Key skills for design management
11	Project concept and industrial design project process
12	Basic principles of project management
13	Areas associated with project performance
14	Areas associated with project performance
15	Tools and methods used in project management
16	FINAL EXAM

NO	PROGRAM OUTCOMES	Contribution Level		
		3	2	1
1	Within cultural, historical and artistic contexts the ability to integrate theoretical knowledge about production and consumption mechanisms into the design practice			X
2	The ability to plan the design process, to choose and use appropriate methods and techniques	X		
3	The ability to identify design problems and related sub-problems and to produce creative solutions with a critical and dialectical approach		X	
4	The ability to design in terms of spatial thinking using design principles and elements			X
5	The ability to make applications in the interaction of aesthetics and function using design elements and means and to evaluate these applications			X
6	The ability to visualize and present using two and three dimensional design tools	X		
7	The ability to follow and apply technological developments, current design approaches, sustainable production methods, materials and innovations in the field of informatics in design projects		X	
8	The ability to use field knowledge in industrial design projects by considering the needs and interests of the society and target users within the scope of environmental awareness, professional ethics and the laws			X
9	The ability to carry out the design process effectively individually or in a team		X	
10	The ability to take an active role in discipline-specific or interdisciplinary studies at the national and international levels;			X

1: None. 2: Partially contribution. 3: Completely contribution.

Instructor(s): Öğr. Gör. Nimet Başar Kesdi

Signature:

Date: