ESOGU INDUSTRIAL DESIGN DEPARTMENT

COURSE INFORMATION FORM

Course Name	Course Code
DESIGN AND PROJECT MANAGEMENT	141115010

Semester	Number of Course Hours per Week		Credit	ECTS
	Theory	Practice		
5	2	0	2	3

Course Category (Credit)				
Basic Sciences	Engineering Sciences	Design	General Education	Social
		1		2

Course Language	Course Level	Course Type
Turkish	Undergraduate	Elective

Prerequisite(s) if any	None
Objectives of the Course	The aim of this course is; • 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.
Short Course Content	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.

	Learning Outcomes of the Course	Contributed PO(s)	Teaching Methods *	Measuring Methods **
1	Understands the design process as a phase of the new product development process.	2, 7	1, 2	A
2	Have a general understanding of the different departments and tasks in production organizations.	9	1, 2	A
3	Learns areas related to industrial design project processes and project performance.	2, 9	1, 2	A
4	Learns the tools and methods used in project management.	2, 7	1, 2	A

Main Textbook	* De Mozota, B. B. (2003). Design management—Using design to build brand value and corporate innovation. Design Managament Institute. * Project Management Institute. (2021). A Guide to the Project Management Body of Knowledge (PMBOK Guide). Project Management Institute.
Supporting References	* 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.
Necessary Course Material	Personal computer to practice assigned assignments and quizzes

Course Schedule	
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 Exam
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
16,17	Final Exam

Calculation of Course Workload			
Activities	**Number**	**Time (Hour)**	**Total Workload (Hour)**
Course Time (number of course hours per week)	14	2	28
Classroom Studying Time (review, reinforcing, prestudy,….)	14	1	14
Participation (Preparation)	2	8	16
Mid-Term Exam	1	2	2
Studying for Mid-Term Exam	1	15	15
Final Exam	1	2	2
Studying for Final Exam	1	20	20
Total workload			97
Total workload / 30			3,23
Course ECTS Credit			3

Evaluation	
Activity Type	**%**
Mid-term	40
Participation	20
Final Exam	40
Total	100

RELATIONSHIP BETWEEN THE COURSE LEARNING OUTCOMES AND THE PROGRAM OUTCOMES (PO) (5: Very high, 4: High, 3: Middle, 2: Low, 1: Very low)		
NO	**PROGRAM OUTCOME**	**Contribution**
1	Within cultural, historical and artistic contexts the ability to integrate theoretical knowledge about production and consumption mechanisms into the design practice	
2	The ability to plan the design process, to choose and use appropriate methods and techniques	5
3	The ability to identify design problems and related sub-problems and to produce creative solutions with a critical and dialectical approach	
4	The ability to design in terms of spatial thinking using design principles and elements	
5	The ability to make applications in the interaction of aesthetics and function using design elements and means and to evaluate these applications	
6	The ability to visualize and present using two and three dimensional design tools	
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	3
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	
9	The ability to carry out the design process effectively individually or in a team	4
10	The ability to take an active role in discipline-specific or interdisciplinary studies at the national and international levels;	

LECTUTER(S)				
Prepared by	Lect. Nimet Başar Kesdi			
Signature(s)				

Date:08.08.2024