

Course Code	Course Name	Credits
MEL801	Product Design and Development	01

Objectives:

1. To familiarize concepts in PD&D for practical implementation
2. To acquaint with the applicability of PD&D in industrial applications

Outcomes: Learner will be able to...

1. Identify the need for developing products
2. Select suitable PD&D processes
3. apply the creativity & industrial design methods to design & develop the chosen product
4. Work collaboratively in a team to complete a PD&D project.
5. Effectively communicate the results of projects and other assignments both in a written and oral format.

Assignments:

Total 3 to 4 assignments have to be given.

Assignments III and IV are compulsory and shall be treated like mini-projects. Two more could be covered from the remaining as case studies.

I. Based on Module No. 1 and 2.

1. Select any one consumer product, such as
 - a) a mobile
 - b) a laptop
 - c) a pencil sharpener
 - d) a table and chair
 - e) a stool
 - f) a bicycle
 - g) a pen
 - h) a storage device of any household items
 - i) a cupboard etc..... anything

Assume that you want to go for re-development of any one of the products. How would you tackle by answering any 3 or 4 points that are given below? Q1. How do you identify the need for developing the product?

Q2. What are the changes that you would like to incorporate?

Q3. Would it be Engineering Design or Industrial design factors or both? Q4.

What are the generic PD&D processes that you would like to adopt? Q5. What are the methods that you would adopt for Market research?

Q6. If you would like to develop which design process you would like to adopt?

Q7. If you select descriptive design... then why? If you select prescriptive design... then why? Q8. What are the steps that you would like to adopt while developing the product?

II. Based on Module No. 3.

2. Select any one consumer product, such as

- a) a mobile
- b) a laptop
- c) a pencil sharpener
- d) a table and chair
- e) a stool
- f) a bicycle
- g) a pen
- h) a storage device of any household items
- i) a cupboard etc..... anything

Assume that you want to go for re-development of any one of the above products.

How would you tackle by answering any 3 or 4 points that are given below?

Q1. How do you identify the customer needs for developing the product?

Q2. How do you ascertain/select the attributes that are to be tackled?

Q3. Would you like to go for Engineering Design factors or Industrial design factors or both?

Q4. How do you develop a correlation matrix?

Q5. How do you “Construct House of Quality”?

Q6. What are the generic PD&D processes that you would like to adopt in re-designing it using House of quality?

Q7. What are the methods that you would adopt for Market acceptance? Q8.

How do you document the entire design process?

III. Based on Module No. 4.

3. Select any one consumer product, such as

- a) a mobile

- b) a laptop
- c) a pencil sharpener
- d) a table and chair
- e) a stool
- f) a bicycle
- g) a pen
- h) a storage device of any household items
- i) a cupboard etc.... anything

Assume that you want to go for re-development of any one of the above products.

How would you apply the creativity method to design the chosen product using any one creativity methods? Develop the product and document the entire process by answering some of the questions as shown in I or II.

IV. Based on Module No. 5.

- 4. Select any one consumer product, such as
 - a) a mobile
 - b) a laptop
 - c) a pencil sharpener
 - d) a table and chair
 - e) a stool
 - f) a bicycle
 - g) a pen
 - h) a storage device of any household items
 - i) a cupboard etc.... anything

Assume that you want to go for re-development of any one of the above products.

How would you apply the principles of Industrial Design methods to design the chosen product? Develop the product and document the entire process by answering some of the questions as shown in I or II.

V. Based on Module No. 6.

- 5. Select any one consumer product, such as
 - a) a mobile
 - b) a laptop

- c) a pencil sharpener
- d) a table and chair
- e) a stool
- f) a bicycle
- g) a pen
- h) a storage device of any household items
- i) a cupboard etc..... anything

Assume that you want to go for re-development of any one of the above products.

How would you apply the principles of DFMA to design the chosen product? Develop the exploded view of the product and document the entire process by answering some of the questions as shown in I or II.

The distribution of marks for term work shall be as follows:

Assignments/Case studies:10 marks. Mini

Project:10 marks.

Attendance: 05 Marks.

End Semester Practical/Oral examination

1. Pair of Internal and External Examiner should conduct practical/viva based on contents
2. Distribution of marks for practical/viva examination shall be as follows:
 - a) Practical performance**15** marks
 - b) Oral**10** marks

Evaluation of practical examination to be done based on the practical performed.

Students work along with evaluation reports to be preserved till the next examination.

Text/Reference Books:

1. Baker, M. & Hart S. (2007), Product Strategy and Management, (2nd. Ed.) Edinburgh: Pearson Education.
2. Ulrich, K. & Eppinger, S. (2012), Product Design and Development. (5th. Ed.) Los Angeles: McGraw Hill Education.
3. Yousef Haik, T. M. M. Shahin (2010), Engineering Design Process, (2nd. Ed. Reprint), Cengage Learning, ISBN 0495668141.
4. Kevin Otto, Kristin Wood (2004), Product Design, (Indian Reprint), Pearson Education, ISBN 9788177588217.