

Course Code	Course Name	Credits
MEDLO8061	Product Design and Development	03

Objectives:

1. To understand the basic concepts of engineering design and product design & development, focusing on the front-end processes.
2. To demonstrate an understanding of the overview of all the product design & development processes.
3. To demonstrate knowledge of concept generation and the selection of tools.
4. To study the applicability of product design & development in industrial applications.

Outcomes: Upon satisfactory completion of this course, the student will be able to:

1. Describe the process of product design & development.
2. Employ engineering, scientific, and mathematical principles to develop and execute a design project from a concept to a finished product.
3. Create 3D solid models of mechanical components using CAD software.
4. Demonstrate individual skills using selected manufacturing techniques such as rapid prototyping.
5. Fabricate an electromechanical assembly of a product from engineering drawings.
6. Work collaboratively in a team to complete a design project.
7. Effectively communicate the results of projects and other assignments both in a written and oral format.

Module	Details	Hours
01	Need for developing products, The importance of Engineering and Industrial design, The design process, Relevance of product lifecycle issues in design, Societal considerations in Engineering and Industrial Design, Generic product development process, Various phases of product development, Planning for products, Establishing markets - market segments - relevance of market research.	7
02	The design processes, Descriptive and prescriptive design models, Concept development & evaluation, Pugh's total design activity model, Concept generation and selection method, Embodiment design, Product architecture, and Steps in developing product architecture.	7
03	Identifying customer needs, Voice of Customer (VoC), Customer populations, Hierarchy of human needs, Need gathering methods, Establishing engineering characteristics, Competitive benchmarking, Quality Function Deployment (QFD), House of Quality (HoQ), Product design specification, Development of product design with specifications using QFD, Relevant case studies.	7
04	Creative thinking, Creativity and problem-solving methods, Creative thinking methods, Brainstorming technique, Gordon technique, Check listing technique, Synectic technique, Morphological Analysis, and Attribute Listing technique. Generating design concepts, Systematic methods of designing.	7

05	Industrial design, Basic forms & elements, Integrating basic forms & elements such as balance, rhythm, proportion, The golden rule of proportions, human factors, and design, User-friendly design, Design for serviceability, Design for environment.	7
06	Concept of Design for Manufacturing and Assembly (DFMA). Role of computers in product design and manufacturing process, Prototyping techniques such as Stereolithography (SLA), Selective laser sintering (SLS), Fused disposition Modelling (FDM), Laminated object manufacturing (LOM), 3-D printing, and Ballistic Particle Manufacturing (BPM).	7

Text Books:

1. Anita Goyal, Karl T Ulrich, Steven D Eppinger, “Product Design and Development,” 4th Edition, 2009, Tata McGraw-Hill Education, ISBN-10-007-14679-9.
2. Kevin Otto, Kristin Wood, “Product Design,” Indian Reprint 2004, Pearson Education, ISBN 9788177588217.

Reference Books:

1. Clive L.Dym, Patrick Little, “Engineering Design: A Project-based Introduction,” 3rd Edition, John Wiley & Sons, 2009, ISBN 978-0-470-22596-7.
2. George E. Dieter, Linda C.Schmidt, “Engineering Design,” 4th Edition, McGraw-Hill International Edition, 2009, ISBN 978-007-127189-9.
3. Yousef Haik, T. M. M. Shahin, “Engineering Design Process,” 2nd Edition Reprint, Cengage Learning, 2010, ISBN 0495668141.