Course Unit Descriptor

Study Programme: Graphic Engineering and Design			
Course Unit Title: Industrial Design			
Course Unit Code: F408			
Name of Lecturer(s): Gojko Vladić			
Type and Level of Studies: Bachelor Level			
Course Status (compulsory/elective): compulsory			
Semester (winter/summer): Summer			
Language of instruction: English			
Mode of course unit delivery (face-to-face/distance learning): Face-to-face			
Number of ECTS Allocated: 6			
Prerequisites: None			
Course Aims: To enable students to acquire and develop their knowledge needed for design of new and redesign of existing industrial products			
Learning Outcomes: To enable students to acquire and develop their knowledge needed for design of new and redesign of existing industrial products.			
Syllabus: Definition of design, theories on design, narrow professional approach. Historical aspects of design, established designers and creators in the history of civilization. Design of the 20th century, product design, examples through time (furniture), design from 1900 until today. Design of – wall papers, fabrics, phones, watches, vacuum cleaners, clothing, haute couture, shoes, make-up and jewellery, etc. Vehicle design – bicycles, scooters, motorcycles, cars. Business design – stationary, computers, photocopiers, fax machines, calculators, etc. Graphic design, fonts, company`s identity, magazine cover pages, packaging design through time until today. Design in management (Internet technology), explicit knowledge, importance of design in Knowledge Management (KM). Thinking of Bill Gates in his book "Business @ the Speed of Thought". How design increases the company`s IQ. Creating knowledge on design, classifications, applications, business process, information technologies, leadership, corporative culture, human resources management, control and innovations, relation between KM and other concepts, learning organization, design competence – TQM technological qualitative management, Patching and design, BSC and design. Motivation in management for a good design, linking a vision with reality via design.			
Required Reading: Relevant literature in English TBD			
Weekly Contact Hours: 4	**Lectures:** 2	**Practical work:** 0	
Teaching Methods: Interactive teaching consists of the lectures and computer practice. Theory is presented in lectures, followed by the examples for better understanding of the course content. Computer practice is organized in a manner as to supplement the skills of modeling and designing industrial products. Apart from lectures and practice, tutorials are regularly held.			
Knowledge Assessment (maximum of 100 points):			
Pre-exam obligations	points	**Final exam**	points
Computer exercise defence	50	Theoretical part of the exam	50

The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.