

PRODUCT CONCEPT & DESIGN DEVELOPMENT



COURSE OVERVIEW

This course provides introduction & the base understanding of developing design for a product by sketching and visual communication. The participant is been introduced to several base understanding of developing a product by design process that is been adapt by industrial designers and design engineers. The base usage of markers and other visual tools (sketching & rendering) shall be translated into the design process in this course.

COURSE OBJECTIVES

At the completion of this course, participants will be able to :

- Understand the base of product design process
- Draw & Sketch the product design process.
- Prepare a good visual presentation for the design process requirement (product renderings)

THE UNIQUENESS OF THIS COURSE

- Practical training approach toward industrial design practice.
- Experienced trainers from Motorcycle & Car design industry.

WHO SHOULD ATTEND

This course is designed to those who are related to the product design & manufacturing industry.

Target Group: Industrial designers, design engineers, Tooling engineers, mould maker, technicians and technical trainers.

KEY TOPICS

- Introduction & practical practice to Industrial Design Sketch & Rendering Technique.
- Industrial Product Design Process Application.
- Product Design focus topics
- Transport (Car & Motorcycle) focus topics
- Generating ideas and development of product design.

METHODOLOGY

Consist of practical & demonstration activity in sketching & rendering a product within the product design process flow. Coaching & Director method of delivery to mimic industrial practice and design focus.

COURSE DURATION

3 Days

PRE-REQUISITE

Participants should interest in sketching and designing product.

CERTIFICATION

Certificate of attendance will be issued to those who fulfil 80% of attendance.

For further details, please contact:

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