

School of Fine Arts Design and Architecture / Industrial Design

2023 - 2024 Academic Year

CONCEPT GENERATION

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
CONCEPT GENERATION	EUT4214777	Spring Semester	2+1	2,5	4
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Seher Oya AKMAN				
Name of Lecturer(s)					
Assistant(s)					
Aim	Developing a framework concept and strategy for a new product, learning different perspectives. Apply the conceptual framework to identify opportunities for an innovative product approach. At the end of this lesson, students propose product concepts and features that are targeted for future development.				
Course Content	This course contains;				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
			10, 14, 16, 19	F	
			10, 14, 16, 19	F	
			10, 14, 16, 19, 4	F	
Teaching Methods	10: Discussion Method, 14: Self Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 4: Inquiry-Based Learning				
Assessment Methods	F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
Evaluation Methods		Weight(%)			
Midterm Exam		50			
General Exam		50			

Resources
IDEO Human-Centered Design Toolkit http://www.ideo.com/work/item/human-centered-design-toolkit/
Sanders, L. (2008). An evolving map of design practice and design research. interactions, 15 (6) Nov-Dec.
Buxton, Bill (2007) Sketching User Experiences: Getting the Design Right and the Right Design. SanFrancisco: Morgan Kaufmann.
Gray, Dave. (2010) Gamestorming. Californina: O'Reilly.
Harrison, Sam. (2006) Ideaspotting. CIncinatti: f+W Press.
Laurel, Brenda. (2003). Design Research: Methods and Perspective. MIT Press.