

**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	EUT4168610	Fall Semester	3+0	3	4
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Assist.Prof. Seher Oya AKMAN				
<b>Name of Lecturer(s)</b>	Lect. Hatice ARMAĞAN				
<b>Assistant(s)</b>					
<b>Aim</b>	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.				
<b>Course Content</b>	This course contains; .....				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
			10, 14, 16, 19	F	
			10, 14, 16, 19	F	
			10, 14, 16, 19, 4	F	
<b>Teaching Methods</b>	10: Discussion Method, 14: Self Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 4: Inquiry-Based Learning				
<b>Assessment Methods</b>	F: Project Task				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		50			
General Exam		50			

Resources
IDEO Human-Centered Design Toolkit <a href="http://www.ideo.com/work/item/human-centered-design-toolkit/">http://www.ideo.com/work/item/human-centered-design-toolkit/</a>
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.