

Summer Study Abroad - Product and Industrial Design



Module Overview

Industrial design as a discipline is ever developing in line with technological and social changes. The industrial design student of today is just as comfortable designing for public discourse and services as well as the traditional object based foundations of the discipline. At Central Saint Martins students are expected to show a willingness to engage in practice through a unique range of processes and technical skills.

This 3 week intense course will help students, who may not be entirely familiar with the design process, learn how to develop projects through the use of key technical skills including; research techniques, sketching, prototyping, CAD & CAM. Through a continuous project, students will also learn how to introduce critical narrative discourse to their practice.

Class hours:	75 hours
Non-class hours:	15 hours
Course level:	Open
Entry requirements:	The course is open to students with varying experience.

Project Description

Week 1, Research Skills & Lectures: After getting to know fellow students through short collaborative projects, students will learn the value of research through observations, personas, qualitative versus quantitative research, storyboarding and research through making. Students will be also taught how to create and write their own briefs.

Week 2, Agile Prototyping and CAD/CAM: Students will be supported in developing their briefs through sketching, agile prototyping workshops, CAD and 3D printing techniques.

Week 3, Refining Ideas Through to Presentation: Students will be supported in presentation techniques through making a short film on their research and development. Presentation of this work will be through, both video and objects. Students will be encouraged to develop constructive critical skills in the evaluation of each other's ideas.

Aims

Learning Outcomes

- A basic knowledge of research led practice methods
- Improved sketching, making and CAD methodologies
- An ability to manage and complete projects within tight deadlines
- An ability to work with people from diverse backgrounds and cultures

Materials Required

- Sketchbook
- Pens, pencils, Pantone markers
- Cutting equipment, scissors and craft knives
- Digital Camera or camera phone
- A laptop (if available)

For day one you will also be expected to provide one slide/collage/page about yourself (i.e. Where you are from? What you study? Hobbies? Etc.)

Tutors

Marina Mellado is a Spanish Industrial Designer based in London and MA Industrial Design graduate at Central Saint Martins. Her background in product design includes working in the consultancy and industrial design sector; engaged on transportation and future thinking projects for major international corporations. As a strategic designer, she has won distinct design competitions such as Lexus Design Award and Google Food Hackathon. She currently works as an Industrial Designer at PriestmanGoode, her design methodology explores agile research methodologies, presentation and digital prototyping skills.

Gareth Ladley is an Irish Industrial Designer based in London. A graduate of MA Industrial Design at Central Saint Martins, he has over 15 years of experience working across multiple sectors, including consumer electronics, wearable technology, UI & UX, brand development and commercial interiors. During his masters in 2015 his project 'Auxiliary Tools' explored using a 3D printer in a commercial kitchen to create bespoke tools for chefs. After his masters he practiced as a lead designer for a large food retail chain, where he implemented lean practice and design thinking principles into over 70 kitchens. He currently works as a Senior Industrial Designer for Photobox Group. His design methodology includes an agile process with lots of sketching, making and testing using hand crafting techniques and exploring mechanisms using digital manufacturing techniques.