Module Overview

Product and industrial design is an act for change by creating objects that possess the ability to achieve a desired outcome for individuals, local communities and society at large.

As a designer you can navigate the design process working on projects that span many fields and disciplines with varied objectives and results. These may include new product systems for a more sustainable future, speculative design objects for public discourse and critical narratives for design activism.

Studying at Central Saint Martins you use design as a platform to experiment with new theories, processes and technologies to engage and interact with the world around you.

During this three-week intensive design course students will strengthen their core design skills including research methods, sketching, prototyping and implementation.

Throughout the course you will explore your own personal design urgency and you are encouraged to reflect on your design practice, the design discipline and your aspirations within the field.

**Class hours**: 60 hours

**Non-class hours**: 15 hours

**Course level**: Open

**Entry requirements**: The course is open to students with varying experience.
**Project Description**

**Week 1**
Explore: after getting to know each other through short collaborative projects, we will explore the value research can create through observations, qualitative research, quantitative research, personas, benchmarking, materials and making. Combining research analysis and insights with your own creative practice you will write a design brief to work from for the duration of the course.

**Week 2**
Develop: your design skills will be strengthened by freehand sketching and physical modelmaking workshops. The focus is on your ability to generate and translate ideas into design proposals for further development. CAD and 3D printing techniques will be discussed and used where relevant to help the testing and prototyping of your ideas. Introducing a critical approach to the design discipline and the design process will give focus to the development of your design skills.

**Week 3**
Implement: presentation of your work including research and design development will be through visuals, objects and video to communicate the potential for the implementation of your design into the real world. Presentation techniques will be introduced to enable narrative and context from which your ideas will gain value and meaning. This will introduce ideas and thinking from radically different disciplines to inform and energise your aspirations for the future.

**Learning Outcomes**
- Research Methods
- Analysis and Insights
- Freehand Sketching
- Model Making
- Prototyping
- Data Visualisation
- Presentation Techniques
- Professional Development

**Materials Required**
- A3 sketchbook (portrait paperback)
- Variety of pencils (colour and graphite)
- Variety of pens (black fine liner and colours)
- Scissors
- Scalpel and/or Stanley knife
- 30cm/12in metal ruler
- Geometry set square ruler
- Drawing compass
- Scotch tape
- Masking tape
- Double-sided tape
- Pritt stick
- Super glue (30sec)
- Phone with camera or digital camera
- A laptop (if available)

For day one you will also be expected to provide a short presentation - slide/collage/page - about yourself and your favourite piece of work from your portfolio (i.e. Where you are from? What you study? What are your interests? Why is this your favourite piece of work? What type of designer are you? Etc.)

**Tutors**

Danish designer **Alexander Hinnerskov** graduated in 2007 with a BA Honours in Product Design from Central Saint Martins. His interdisciplinary approach has led him to work with product development, bespoke furniture making, lighting design as well as interior design and styling. Having experience in all aspects of the creative process across design disciplines has meant working with clients such as Fredrikson Stallard, Tomasz Starzewski, Eva Menz, Torsten Neeland and Underdog Studio. He has been teaching since 2013 in a variety of design subjects supported by his academic knowledge, practical skills and industry experience. In 2017 he established his award-winning design practice, Studio Alexander Hinnerskov.