

Industrial Ideation and Exploration

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The industrial design studio practice in the second year is mainly focused on aesthetics, creativity and styling while the design laboratory emphasises on designing for manufacturing. The second year study further provides ample opportunities for students to develop their design thinking and awareness.

The Industrial design studio practice exposes students to learning a structured design process that involves problem solving method based on ergonomics, technological applications and awareness of contemporary design trends. Students would demonstrate their abilities to communicate their most relevant solutions in refining product designs that optimise users' expectations and requirements. The outcomes of their design solutions should incorporate the use of appropriate technological application and how it could be embedded in producing an innovative design.

On the other hand, the industrial design and manufacturing laboratory practice develops students' skills in exploring problems, selecting appropriate industrial materials, identifying relevant manufacturing process and acknowledging technological issues on existing similar products.

Exploratory design is about utilising design process and method to explore a product's design without limitation. The course provides students with an opportunity to explore new design inspirations and solutions towards proposing novel innovative product design ideas.

The course covers structural construction and physical form of design with the aim to facilitate fabrication as well as to utilise current mechanism or new technology. The process also embeds the available current technology in the market. Its main purpose is to expose students to the importance of technology required in any new product development. In addition, this course also unravels a product's structure while experimenting with its appropriate physical form relevant for reducing fabrication difficulties and technical constraints.

The Natural Disaster Aid is one project focused on developing a design for people with special needs. The project had enabled students to develop a new design idea to the form of a semi-working prototype. The prototype demonstrates the designer's sensitivity towards providing a potential solution in developing a product that could assist people need. On the other hand, the Modular Toilet System and the Greenio Mini Grass Trimmer are two utilitarian products for everyday use. The first is to be located in a busy urban space while the second is for household usage.