Jury Review

Khairul Aidil Azlin Abdul Rahman

Based on the selected works, I found the students successful in displaying functional ideas in simple forms. The issue of today's design education is discerning between conceptual versus practical products. Both types of exercises are important to expose students to various current and future problems. In order to avoid duplication. IP search was conducted to ensure design novelty. In one case, the student is recommended to validate his product with the targeted disabled community for better understanding and design improvement. The functional prototype and packaging of a finished product illustrates a student's maturity about the design process and its related commercialisation aspects.

Through my short observation of the exhibition, I found the students showing a satisfactory level of understanding about the industrial design process from conceptualisation of an idea to its design development. With product styling being the bread and butter for an industrial designer, personal touch and characteristic of the designer should always be embedded in the design thus creating a designer's identity in product styling. Some of these ideas have potential to be further developed to the next level of commercialisation phase. Their basic skills in the second year such as styling, computer-aided design and visual representation of each design proposal are satisfactory and can be improved by enhancing both theoretical and practical aspects of creativity. Graduates with such high value of creativity and innovation are expectedly marketable.

Overall, the selected schemes portray good ideation processes. Exploration of futuristic design is recommended to be backed with strong design needs and specifications. I believe all designers understand how important consumers or user needs. Today's consumers are power purchasers. However, consumer or user behaviour and lifestyle are two difficult and complex subjects to study. There should be various scientific research methodologies, user analyses, product validations and thorough experimental approaches that could be exposed to students. I would like to suggest this additional vital skill for designers to master.

The selection of projects justified current existing problems. Today, service innovation design is a vacuum in our local industrial design scene. How can design contribute to enhance services? In any service, reducing waiting time is crucial. The students were able to propose practical solution such as interactive information system or waiting in a comfortable environment. Basic needs are also available such as vending machine and are user friendly. Both designs create excitement and functional space with variation of geometric forms. However, I am concerned about the actual physical and human dimensions of things. Students are recommended to further integrate economical production method, material application and ease of assembly method during product development processes.

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