

Jury Review

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By examining the quality of 3rd year students' design works and their respective presentations, I am of the opinion that most students have successfully addressed the purpose of their study. These can be observed in the quality outputs of their design works which include sketches, mock-ups, prototypes and panels presentation. However, some aspects could be further refined especially on the development of students' knowledge and logical thinking about where and when a product should be positioned and its relevancy with current market demand. Bridging creativity and students imaginations to match with reality world is not an easy task to achieve. From my assessment, I found about 30% of the design concepts applicable or practical if proposed to the real-world. However, this rate could be improved if students were given more time and proper research guidance in their social inquiry to match their products with current users and environment. Despite the lack of research and inability to connect design outputs to 'real world' situation, the effort of proposing such interesting pieces of design works exhibited good quality design presentation techniques. I believe that these students can be trained and groomed to become successful designers in Malaysia and in the international scene.