

# SRSI 3015 Industrial Design 05

## Introduction

Mohd Khairul Anwar bin Mohd Dahruri

# Introduction

This subject emphasises the comprehensive approach to design through one major and one minor project. The major project, proposed by the students with an idea of interest which has some scope for an innovative design solution.

The project will be for two semesters and focuses on the design competency of the students and application of engineering knowledge. The minor project emphasises on the application of design principles, product visualization, its application into a product, and highly philosophical.

**Generic skills addressed :**

Communication Skills (CS1,CS2, CS3, CS4, CS5)

Team working (TW1, TW2, TW3, TW4, TW5)

Problem Solving (PS1,PS2,PS3, PS4)

Adaptability (AD1, AD2, AD3, AD4, AD5)

Lifelong Learning(LL1, LL2, LL3)

Self-Esteem (SE1, SE2, SE3, SE4)

Ethics (ET1, ET2, ET3)

## Learning Outcome:

Upon completion student are expected:

Able to **produce an imagery** or style to meet the expectation of the design brief.  
(design principle and visual elements)

Able to **practice design process**  
(analyse problem and prepare concise, clear and comprehensive design criteria/specification).

Able to **analyse design** comprehensively and think of the complete solution

Able to **use design aid** in most appropriate for the problem undertaking, communicate clearly and concisely orally and visually

## SRI 3015 Assessment Form (Major Project)

Name:				SEMESTER:		
Matric No:				SESSION:		
				ASSESSOR NAME:		
NO	Assessment Criteria	PO	%	Marks	Score	Comment
<b>1</b>	<b>Project Research</b>		<b>60%</b>			
	a) Brief Issue Literature searching Observation		<b>20</b>			
	b) Classification of Information Structure Perceived Detail Information		<b>20</b>			
	c) Starting The Objective Develop Form Generation		<b>20</b>			
<b>2</b>	<b>Design/ Concept</b>		<b>25%</b>			
	a) Proposed Concept		<b>10</b>			
	b) Concept shown in detail		<b>5</b>			
	c) Detailing		<b>5</b>			
	d) Mock up		<b>5</b>			
<b>3</b>	<b>Panels</b>		<b>15%</b>			
	a) Completed Panels		<b>5</b>			
	b) Informative Panels		<b>5</b>			
	c) good graphics		<b>5</b>			
	<b>TOTAL</b>		<b>100%</b>			
	<b>Total Marks</b>		<b>60%</b>			

## SRI 3015 Assessment Form (Minor Project)

Student name:				SEMESTER:		
Matric No:				SESSION:		
				ASSESSOR NAME:		
NO	Assessment Criteria	PO	%	Marks	Score	Comment
<b>1</b>	<b>Design Work</b>		<b>30%</b>			
	a) Informative Design		15			
	b) Good Design work		5			
	c) Clear Explanation Given		10			
<b>2</b>	<b>Technical Drawing</b>		<b>15%</b>			
	a) Drawing Format		3			
	b) Correct Scaling		3			
	c) Correct Dimensions		3			
	d) elevation drawing		3			
	e) orthographic drawing		3			
<b>3</b>	<b>Prototype/Model</b>		<b>30%</b>			
	a) Completed Prototype		15			
	b) Proper dimensions		10			
	c) Detailing		5			
<b>4</b>	<b>Panels</b>		<b>20%</b>			
	a) Completed Panels		5			
	b) Informative Panels		10			
	c) good graphics		5			
	<b>TOTAL</b>		<b>100%</b>			
	<b>Total Marks</b>		<b>40%</b>			

## Teaching methodology: Lecture and Project

### Reference:

- Topalian (1985) Design Management, Penguin, London.
- A. Yarwood and S. Dunn (1987) Design and Craft, Hodder and Stoughton, London.
- Alastair Campbell (1983) The Designer's Handbook, Macdonal & Co, London
- Flurscheim, C.H., (ed.) (1983) Industrial Design in Engineering, *The Design Council*, London.
- Kumar, R., (1999) *Research Methodology – A Step-by-step Guide for Beginners*, SAGE Publications, London
- McNeill, P., (1990) *Research Methods*, 2<sup>nd</sup> ed. Routledge, London.

### Assessment:

Project: Minor Project 01 – 40%

Major Project – 60%