

<b>Basic data of the subject</b>			
<b>Academic Unit:</b>	<b>Faculty of Management</b>		
<b>Subject title:</b>	<b>Design of Products</b>		
<b>Study level:</b>	<b>Bachelor</b>		
<b>Subject status:</b>	<b>Elective</b>		
<b>Years of study:</b>	<b>III</b>		
<b>Number of hours per week:</b>	<b>4</b>		
<b>Value of credits – ECTS:</b>	<b>5</b>		
<b>Lecturer of the subject:</b>	<b>Lect. Florit Hoxha</b>		
<b>Contact details:</b>	<a href="mailto:florit.hoxha@ushaf.net">florit.hoxha@ushaf.net</a>		
<b>Subject description:</b>			
	In this subject will be studied design and development of industrial products. The main elements of this module will focus on the advanced implementation of design theories and principles in the creation of industrial products as well as the designation of industrial product projects.		
<b>Purpose of subject:</b>			
	The purpose of this subject is to provide students with knowledge of designing and developing industrial products.		
<b>Expected learning outcomes:</b>			
	After completion of this module, students will be able to: <ul style="list-style-type: none"> <li>• Identify how the product should be developed</li> <li>• Gain an understanding of various fabrication processes used in industry</li> <li>• Have a working knowledge of suitable materials and their application on industrial products.</li> <li>• Develop a special process for the development of industrial products.</li> </ul>		
<b>Contribution to student workload (which should correspond to the students learning outcomes)</b>			
<b>Activity</b>	<b>Hours</b>	<b>Days/week</b>	<b>Total</b>
Lectures	2	15	30
Theoretical / laboratory exercises	2	15	30
Practical work			
Contacts to the Lecturer / Consultations	1	1	1
Field exercises			
Tests, student seminars			
Home work			
Time of self-study (in the library or home)	4	15	35

Final preparation for the exam	6	3	27
Time spent in assessment (tests, quiz, final exam)	2		2
Projects, presentations, etc.			
<b>Total</b>			<b>125</b>
<b>Teaching methodology:</b>	Lectures and combined exercises with case of studies and class discussions.		
<b>Assessment methods:</b>	Final exam with 10% participation 20% of the assignments throughout the semester, 30% from the test from questions with probable answers and 40% from the final project in which the student has to make.		
<b>Literature</b>			
<b>Basic literature:</b>	➤ Kim, Young-Yun and Thompson, Rob. (2011). Product and Furniture Design. London: Thames and Hudson		
<b>Additional literature:</b>	➤ Ballast, David Kent. (2010). Interior Design Reference Manual. Belmont, CA: Professional Publications Inc ➤ Natale, Christopher. (2009). Furniture Design and Construction for the Interior Designer. New York: Fairchild Books. Collection of translated material.		
<b>Designed plan of teaching:</b>			
<b>Weeks</b>	<b>Lecture to be held</b>		
<b>First week:</b>	Introduction to product design Kim, Young-Yun and Thompson, Rob. (2011). - Chapter 1.		
<b>Second week:</b>	Platform and product strategy Kim, Young-Yun and Thompson, Rob. (2011). - Chapter 2.		
<b>Third week:</b>	Management of the brand Kim, Young-Yun and Thompson, Rob. (2011). - Chapter 2.		
<b>Fourth week:</b>	Development of the new product Kim, Young-Yun and Thompson, Rob. (2011). - Chapter 4.		
<b>Fifth week:</b>	Packing Kim, Young-Yun and Thompson, Rob. (2011). - Chapter 5.		
<b>Sixth week:</b>	Market research Product and Furniture Design. London: Thames and Hudson. - Chapter 6.		

<b>Seventh week:</b>	Product testing Product and Furniture Design. London: Thames and Hudson - Chapter 7.
<b>Eighth week:</b>	Development of the prototype Product and Furniture Design. London: Thames and Hudson - Chapter 8.
<b>Ninth week:</b>	Introduction to the market Product and Furniture Design. London: Thames and Hudson - Chapter 10.
<b>Tenth week:</b>	Price objectives Product and Furniture Design. London: Thames and Hudson - Chapter 11.
<b>Eleventh week:</b>	The Brand Product and Furniture Design. London: Thames and Hudson
<b>Twelfth week:</b>	Consumers Product and Furniture Design. London: Thames and Hudson
<b>Thirteenth Week:</b>	Exercise - Product Creation, first part Product and Furniture Design. London: Thames and Hudson
<b>Fourteenth Week:</b>	Exercise - Product Creation, second part Product and Furniture Design. London: Thames and Hudson
<b>Fifteen week:</b>	Repetition
<b>Academic Policies and Rules of Conduct:</b>	
<i>Regular attendance, keeping calm and active engagement in dialogue during lectures and exercises is mandatory.</i>	