The objective of this intensive clinic is a quick introduction to the Industrial Designer process for making the world more beautiful. Designers give shape to new technology, creating mass-produced things like trains, cars, appliances, furniture, medical equipment, toys, packaging, corporate identity -- any user interface. The methodology based on scientific problem analysis, abstract visual relationships from a user-centered perspective applies to any media. This integration of problem solving and fabrication in the hands of talented people is a very powerful tool, so powerful that Victor Papanek, author of *Design for the Real World*, says Industrial Design is “the most dangerous profession.” This course will give you just enough information so that you can be you very dangerous!!

By building a set of projects that explore materials, processes and aesthetics, you will apply a three phases of design process: 1. explore, 2. sketch, and 3. make. Class critiques will focus on improving how the product communicates and looks. This processes have been concentrated into only 7 super-condensed sessions that will combine lectures, hands on practice, and discussions of issues raised readings in three texts: Hannah, Gail: *Elements of Design*, Princeton Architectural Press; Gorman, Carma: *The Industrial Design Reader*; and Sterling, Bruce: *Shaping Things*, MIT.

**Class 1: Wednesday, January 21**
- Lecture: Introduction and design process overview.
- Bring favorite design for class “Show & Tell” critique.
- Begin sketching first assignment in class
- Reading assignment: Hannah: *Elements of Design*

**Class 2: Wednesday, February 4**
- Lecture: Dominant, Sub-Dominant and Subordinate design
- Discuss *Elements of Design* reading: value of abstract design
- Present your concepts

**Class 3: Wednesday, February 18**
- Field Trip Visit my office, Rockwell Group
  5 Union Square West, 8th floor.
- Lecture: History of Industrial Design & production and Rockwell Group Lab
- Presentation of your assignment

**Class 4: Wednesday, March 4**
- Lecture: rapid prototyping and Documentation, mechanical drawing
- Reading assignment: Industrial Design Reader: 1910 Loos; 1911 Taylor; 1971 Papanek; 1984, Rams,
Present progress on assignment

Class 5: Wednesday, March 18
Lecture: understanding the user: research, ergonomics and psychonomics
Reading Assignment: read: Bruce Sterling
Discuss Sterling’s “Splimes”

Class 6: Wednesday, April 1
Special April Fool class: Final project presentation: model and working prototype
Lecture: Documentation, mechanical drawing, PR (public relations), selling the