Course Description:
This class is offered from 3 representative universities (University of Michigan, Technische
Universitat Berlin, and Seoul National University) in 3 continents simultaneously. Students
learn design methodology and product realization method to develop products for global
market. The class discusses marketing, conceptual design, design embodiment, prototyping,
case study, product evaluation and technical presentation. Students form design teams to
complete product design projects. Student teams will travel at the beginning of the class to
have a face to face kick-off meeting at one of the participating university and 1st design
review session for the class project. In the middle of the semester, student teams will have 2nd
design review session via multimedia communication using internet. During the final week,
student teams will travel again to demonstrate the final prototypes of global products each
team developed at the final exhibition and 3rd design review.

Prerequisites:
Undergraduate level mechanics and dynamics.

Audience:
Graduate students interested in product design in global environment.

Instructor:
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Teaching Assistant:
Seungbum Ha, Office: 314-304, Email: withyou2@snu.ac.kr

Text:
Lecture handouts

Lecture schedule: Every Tue and Thu 9:00pm~11:30pm
Stage 1: Marketing, conceptual design, design methodology and kick-off meeting
Stage 2: Design embodiment, robust design, industrial design, and case-study
Stage 3: Global manufacturing, global chain and supply, rapid prototyping, and case-study
Stage 4: Summary and final exhibition

Grading:
Project prototypes and technical presentations will be evaluated among instructors. Peer
evaluation of each student by project team members will be collected to assist the grading
decisions of individual students.

Homework and Term Project:
Usually no homework is assigned during the class. At the beginning of the class, term project
will be announced after the project team is formed by instructors.