Industrial Design

Learning for innovation
Welcome
2013/2014
Aarnout Brombacher, Dean
Miguel Bruns Alonso, Director of the Bachelor Program
Matthias Rauterberg, Director of the Graduate Program
Educating designers of intelligent systems, products, and related services for a societal context.
To be a leading department in the design of - and research and education in- the creation of intelligent systems

Synergy through integration based upon disciplinary excellence
Nine years in a row selected the best industrial design program in the Netherlands!
Link to grand challenges

- Ageing societies
- Public health
- Smart cities

How to use (industrial) design as agent to help creating a sustainable society?
- Integration via a limited number of themes in a societal context
- Disciplinary development via clearly identified competencies
- Both themes and disciplines should be under continuous review to handle the required level of dynamics
Structure

Disciplinary knowledge

Themes inspired by societal trends

Newly generated disciplinary knowledge

Intelligent systems, products and related services
- New chaired positions in Industrial Design
- 2nd Accreditation of our education program
- 1st Accreditation of TU/e on institute level
- 2nd year of the TU/e Bachelor College
International acknowledgement

“The educational approach in Eindhoven is worldwide unique”

Ryohei Nakatsu, prof at NUS, SG

“I believe Industrial Design at TU Eindhoven to be at the forefront of emerging aspects of interaction design”

Mark Baskinger, prof at CMU, USA

“I can with confidence say that the study program is unique on an international level within interaction design programs”

Jacob Buur, prof at SDU, DK
Changes

- In the program
- To increase quality
- In communication
Changes in the program

- DG000
- Competence framework
- Assignment setup
- RSDL
- Switching M11 and M12
- Introduction to self-directed and competence-centered learning
- ID Bootcamp
- Introductory lectures to all competencies
- Expert meetings
Competence framework
Self-directed and continuous learning (SDCL)
Core competencies

- Descriptive and Mathematical Modelling (DMM)
- Designing Business Processes (DBP)
- Form and Senses (FS)
- Ideas and Concepts (IC)
- Integrating Technology (IT)
- Socio-Cultural Awareness (SCA)
- User Focus and Perspective (UFP)
Meta competencies

Teamwork (T)
Communication (C)
Design and Research Processes (DRP)
ASK
Competence framework
Assignments
- Autonomous learning activities
- Stronger focus on reflection
- Also by staff through educational days
Increasing quality

- Semester evaluations
- Role of the PDP
- Demonstration
- Feedback day
- Overview of expertise
- Role of coach
Semester evaluations

Questionnaire to evaluate semester B academic year 2012-2013

In semester B of academic year 2012-2013 this was the Block I was in:

Make a selection

Project/ minor/ internship/ exchange (named 'project')

Project code:

Make a selection

Next
(at most 78 questions remaining)
Program
Demonstration
Overview of expertise
Coaching focuses on

- Overall competence of designing
- Self-directed and continuous learning
- Design and research processes
- Teamwork
- Communication
- Personal area of expertise
Changes in communication

- Newsletter
- Demonstration
- Internal website

- Showcase of ID
Future developments

- Integration with Bachelor College
- Graduate school, Master, PDEng and PhD
- Discussions on the specialisations in Master
- A new department
Vi deltar i WDC Helsinki 2012

We participate in WDC Helsinki 2012!