

IT NUMBER	MODULE	SCOPE	EXAMINATION
<b>PL: 181340 Product Development</b>	<b>8</b>	<b>12</b>	<b>PL: PA</b>
181340a Product Dev. 1: Product Design	4	6	
181340b Product Dev. 2: Realization	4	6	

### Product Development 1: Product Design

Product Development runs over two semesters and is a practical training course working under real life conditions. Teaching is conducted at the universities' unique printing studios and labs. The purpose of the course is to familiarise students, under supervision, with the essential tasks related to the development, production and dissemination media. At the same time, the students learn to analyse the development challenges of working life. The task is based on each student's individual learning objectives and talents.

The course recognises creativity as an important factor in scientific innovation. It aims to be a place where students can learn from artists and scientists how to create innovative solutions, inspired by results and principles of science, technology, art and design. To achieve this, the curriculum focuses on creative exploration and on the understanding of different print and media technologies and their multiple applications.

The course encourages students to draw from the knowledge available throughout Hochschule der Medien. Keywords throughout the programme are creativity, technology, production and research. The course's goal is to stimulate innovation and creativity by innovative application of technology or by the creation of innovative (print) media products including the industrial production. One might say that the course delivers autonomous and creative technologists. The programme prepares students for any future career in media production involving creative and critical thinking, and in particular prepares them for a future in product development and research.

### Product Development 2: Realization

This is the second part of Product Development which runs over two semesters. It is a practical training course working under real life conditions. Teaching is conducted at the universities' unique printing studios and labs. The purpose of the course is to familiarise students, under supervision, with the essential tasks related to the development, production and dissemination media. At the same time, the students learn to analyse the development challenges of working life. The task is based on each student's individual learning objectives and talents.

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#### LEARNING OUTCOME

- Based on analysis of the product context, students can build a vision on a new product to be developed and determine its focus, its added value, its degree of innovation and its conditions.
- Students learn to generate multiple solutions to a design problem using creative techniques and design methods.
- Based on an integral approach, students will realise innovative and integrated media product designs that comply with the required focus, added value and specifications.
- Students learn to independently fulfil a coherent step-by-step plan for the design, production and dissemination of a bespoke media product under supervision and can monitor the execution of this plan.
- Students select and use scientific models and technological methods for the design and production process under supervision and can justify the choices made.
- Students will clarify the knowledge relevant for product development from the three adjoining scientific disciplines – economics, humanities, and technology – in an integrated way and apply it in the design under supervision.
- To check the feasibility of design results, students will be able to set up simple design-related research (analysis, simulation and verification) under supervision, execute it and report on it based on design- related research methods.
- Students will learn to select and interpret results from scientific research in the adjoining disciplines and integrate these in a product design. Students acquire skills to work in a multidisciplinary, cross-cultural team.
- The students acquire skills to manufacture a product under industrial conditions and to communicate to all concerned in the product development process.
- The course spurs students to develop an eye for the changing societal context and the course provides an international perspective.
- Students will integrate international evolutions in product development, including ecological design, in his own project work and this under supervision.
- Students will learn how to critically reflect on their own learning process and make the appropriate adjustments.