

Instructor Stephen Field

In this theme **You Are A Design Entrepreneur**, you may have an idea for an industrial design, questions is, do you have a market for that idea, and can you create contact with potential partners who can contribute to your idea? If this is so, now the challenge will be, first to identify that there is a business case and opportunity for a good industrial design process to create an innovative product, system, service, experience that is cost effective and based on sound business plan. You are taking the role of a Designpreneur which is about combining and building business understanding with design skills in becoming a creative owner and innovator of an enterprise.

Features of this theme:

Developing product and business innovation with-in the design process.	Implementing a business road-map for investors advisors.
Executing Design Branding	Creation of a business strategy.
Project Management	Demonstrate creativity in becoming an owner, designer and innovator.
	Develop a solution within a business venture.
Consideration of product introduction.	Understand a particular market needs.
Optimizing business partnerships.	Through entrepreneur experiences gain design and business knowledge leading to an overall awareness.
Utilizing collaborative skills.	
Combining the design process and the aspects of industrial design to translate this into a valid business proposal.	Evaluate innovation in a specific product, service, system, experience.
	Future forecasting by implementing a industrial design process.

Note:

IDES4310 Capstone, **Rob Watters** and **Stephen Field** will be your coordinators, mentors; and lets say your CEO's. Our key functions will to be to help direct and focus you and your group's activities to complete the project. Sustainability will be an overall theme and major focus of all projects this year.

When you present your statement please include possible direction that you would like your project to take. We will be working together to define/refine your interest and discuss the business validity of your potential project

theme 02-Seating

IDES4310 - 2025-26

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Approaches to Small Run Specialized Seating, is intensive design project looking at developing a seating system for specified users beyond product through investigating and applying a cohesive process between the user, the design process, manufacturability, the final product and distribution. This project raps itself around the service design concept which is meeting to customer needs, experiential, physical, human and technological. Production of you design will be based on small run flexible additive and subtractive manufacturing processes. You will be taking a human centred holistic approach to designing and improving the service of creating specialized seating on a focused user markets. Partners and presentation will be introduced throughout the learning experience.

Features of this theme:

Service Design Process

Exploring the use of 3-D scanning.

Applying structural analysis.

Creating interaction design.

Utilizing collaborative skills.

Design with complex geometries.

The creation of user assembly systems and procedures.

Evaluate innovation in a specific product, service, system, experience.

Exploring specified users and markets.

Incorporating and utilizing digital three-dimensional models of people.

Service provider design.

**Presenting Cost analysis –
understanding the full cost of service
and product to customer.**

Project Management

Implementing additive & subtractive
manufacturing technology.

**User experience design system and
product through on-line and off-line,
direct or indirect.**

Adaptation to user needs and expectations.

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When you present your statement please include possible direction and user markets that you would like your project to take. We will be working together to define / refine your interest.

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Working in Extreme Conditions is a product focused project which demands you the designer to use common design research methods with emphasis on ethnographic research to studying workers in demanding and stressful extreme environments. Working in these environments, weather hot, cold, high-altitude, or involving low visibility, plus many more, presents unique health and safety challenges. Usability testing and evaluation of existing products will be initiated very early in the design process. Prototyping will be introduced early as a means of understanding, evaluating and refinement of your designs. On determination of project focus you will be required to do contextual inquiry through literature review, observation and possibly performing the tasks under strict safety protocol and under supervision and authority of your instructor. Controlled digital and analog simulations may be used in many cases.

Features of this theme:

Market & Industry Assessment

Understanding of context through user experience assessment.

Use of prototyping as investigative and iterative tools.

Executing human centred design process.

Performing controlled simulation through development of testing apparatuses.

Utilizing current and advance technologies.

Use and assessment of advance materials and process.

Developing product innovation through a sound design process.

Creation of a brand identity and corporate image.

Future forecasting of economic and social trends.

Employ digital three dimensional models of users.

Use of Collaborative interpersonal and presentation.

Note:

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When you present your statement please include possible direction or extreme working environment that you would like your project to take. We will be working together to define/refine your interest and discuss area you would like to research. As this project is user and environments aligned we will try to create working groups around common industries and professions.