

AD420 • ME444 • MKTG594 Motorola Project

Fall Semester, 2006

Stephen Melamed, Industrial Design, College of Architecture & Arts**Michael J. Scott**, Engineering, College of Engineering**Albert Page**, Marketing, College of Business Administration**Course Syllabus****IPD: Interdisciplinary Product Development**

This course in Interdisciplinary Product Development is team-taught by faculty members from three colleges: Architecture & the Arts, Business Administration, and Engineering. Teams of six or seven students from industrial design, marketing, and engineering work together to identify and develop opportunities for new products in a broad market arena defined by a corporate client/class sponsor. The year-long (2 semesters) design process of identifying and developing a new product opportunity will culminate in the creation of form and functional prototypes. Each team will make four presentations of course progress to management of the client company.

The corporate client for 2005-06 is **Motorola Corporation**. They have provided an interesting and challenging assignment, as well as significant financial support for the course. They will also be sharing proprietary information and knowledge with the class. All students will be required to sign a *Confidentiality Non-Disclosure Agreement (NDA)* and an *Intellectual Property Agreement (IP)* that gives the client ownership of the work product of all student teams and faculty. This arrangement has been approved by the University legal department as well as the Deans of the three colleges.

Class Meetings

Tuesdays 2:00-5:00pm 331 BSB (Unless announced otherwise)
There will also be team meetings with faculty until 6:00pm.

Faculty

Prof. Stephen Melamed Art and Design Industrial Design 103 JH/Tres Design Group 312.670.6880 melamed@uic.edu	Prof. Albert L. Page Business Marketing 2220 UH 6-6233 alp3@uic.edu	Prof. Michael J. Scott Mechanical & Industrial Engineering 3057 ERF 6-4354 mjscott@uic.edu
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Course Web Site

<http://design.me.uic.edu/IPD>

Teams

Each team will consist of 1-3 students from each of the three disciplines - business, industrial design, and mechanical engineering. Teams will be selected by the faculty and announced in the third class.

Grading Policies

There are no tests. Grades will be assigned to individuals based on faculty assessment of performance on the group project and on student evaluations of team member performance (**effort and contribution**). Please refer to the accompanying handout on grading for detailed explanation of all policies, including attendance.

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Week/Date	Course Syllabus - Topics, Week by Week (Subject to change)
1. August 29	Introduction, process overview, corporate sponsorship, administrative details, pictures, skills assessments, course mechanics, grading, talkers and listeners. •Assignment 0: Administrative class requirements (Due: ASAP) (Including - Shop Orientation in Project Lab, A&A Bldg.) •Assignment 1: Background research on Motorola •Assignment 2: Discipline specific skills assignments
2. September 5	Introduction to Motorola at Motorola Corp. Center in Schaumburg, Illinois. Guest speaker: Ray Roman, Senior Vice President Motorola
3. September 12	Introduction to cultural anthropology, ethnographic research. Guest speaker: Prof. Elizabeth 'Dori' Tunstall, PhD. •Assignment 3: Culture Mining
4. September 19	VOC (Voice of the Customer) and other forms user research, project management, project management software, team formation, and category selection. •Assignment 4: VOC/User Research with convenient sample
5. September 26	Presentation techniques and training. Guest speaker: Jack Jones •Assignment 5: Visual Stories
6. October 3	Global research; 'nuts & bolts'; interview exercises Guest speaker: Prof. Elizabeth Tunstall •Assignment 6: Deliverables for Mid-term presentations
7. October 10	Mid-term 'dry run' presentations with Jack Jones and IPD faculty, 2250UH.
8. October 17	Mid-term presentations to Motorola management & IPD faculty at UIC, 1043ERF.
9. October 24	Mid-term 'debriefing,' individual team meetings with IPD faculty, 2250UH.
10. October 31	Team building, training and exercises Guest speaker: Rob Cooke, PhD. Human Synergistics
11. November 7	Travel and primary research (TBD)
12. November 14	Class will be held at the Thinkubator 312 N. May Street in Chicago. Ideation training, 'Brain Game,' and brainstorming. •Assignment 7: Thinkubator idea master list
13. November 21	Ideation analysis and screening. Teams report to class in plenary session. •Assignment 8: Screening results •Assignment 9: First Semester/Fuzzy Front End Deliverables for final
14. November 28	Continued concept development, individual team meetings with IPD faculty.
15. December 5	Final presentation at Motorola, to Motorola management and IPD faculty. IPD first semester/year end/holiday/annual banquet.