

AD423 • ME445 • MKTG594 Motorola Project
Spring Semester, 2007**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**

The second semester of this course in Interdisciplinary Product Development will continue to be team-taught by faculty members from all three colleges: Architecture & the Arts, Business Administration, and Engineering.

The student teams will now work to develop a *solution* to the problem(s) they identified at the end of the first semester. The culmination of spring semester will be the creation and detailed development of the product/system platform, including models/prototypes (level of detail appropriate to its complexity), photos, renderings, 3D engineering database, coupled with a marketing plan, launch strategy, and P&L statement.

Motorola continues in its role as corporate client/sponsor for the balance of the school year. Each team will make an additional 2 presentations of course progress to the Motorola management team, and may continue to utilize the assigned Motorola point person (Tim Brunke) for on-going input and feedback.

Class Meetings

Tuesdays 2:00-5:00pm 331 BSB (Unless announced otherwise) Class meeting locations subject to change; check email and the web. There will also be team meetings, with and without faculty, until 6:00pm.

Faculty

Prof. Stephen Melamed
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Course Web Site

<http://www.IPD.uic.edu>

Teams

All students will continue to work within the same multi-disciplinary teams established in the first semester.

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 hand-out on grading for detailed explanation of all policies, including attendance, distributed at the beginning of the Fall Semester.

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Week/Date	Topics, Week by Week:
1. January 16	Introduction to the second semester of IPD, overview, objectives and goals. <ul style="list-style-type: none">• Screening of <i>The Launch</i>• Team breakout sessions, prepare/write 3 <i>opportunity statements</i> (in class)• Preparation for team brainstorming @ the Thinkubator (set schedule)• Assignment 8: Deliverables from Thinkubator session (idea list by opportunity)
2. January 23	<ul style="list-style-type: none">• Lecture: Idea screening• Guest Lecture: Crispin Hales• Assignment 9: 100+ ideas, down to 1
3. January 30	<ul style="list-style-type: none">• Lecture: Concepts Cards and BOPs (Behavioral Observation Prototypes)• Assignment 10: Concepts Cards (preparation of top 10 ideas and testing)• Assignment 11: BOPs (fabrication and testing)
4. February 6	<ul style="list-style-type: none">• Concept screening - qualitative focus groups• Assignment 12: Moderator's Guide II• Assignment 13: Quantitative Surveys
5. February 13	<ul style="list-style-type: none">• Lecture on B-F-S (Benefits-Features-Specifications)• Assignment 14: B-F-S• Introduction/overview of RP (Rapid Prototyping) processes/methods/selection• Assignment 15: Deliverables for Mid-Term, final Problem Statement
6. February 20	<ul style="list-style-type: none">• In class direction/design reviews• 2nd round of Focus Groups (begins week 5 in SRL)
7. February 27	Mid-Term presentations (1043 ERF) to IPD faculty and Motorola management.
8. March 6	Mid-Term debrief with Motorola management, individual teams. One concept.
9. March 13	<ul style="list-style-type: none">• Guest Lecture: Motorola. Strategies for niche marketing and product launch.• <i>International Housewares Show, McCormick Place, March 11 - 13</i>
10. March 20	<ul style="list-style-type: none">• Lectures: Marketing Plan; DEU (Design Evaluation Units); BoM (Bill of Materials)• Assignment 16: Marketing Plan• Assignment 17: Deliverables for Final Presentation
11. March 27	Spring Break...enjoy
12. April 3	<ul style="list-style-type: none">• Design Reviews - product development / work-in-progress (plenary session)• Quantitative testing / concept testing II
13. April 10	<ul style="list-style-type: none">• Design Reviews - product development / work-in-progress (individual teams)
14. April 17	<ul style="list-style-type: none">• Design Reviews - product development / work-in-progress (plenary session)
15. April 24	<ul style="list-style-type: none">• Design Reviews - product development / work-in-progress (individual teams)• Concretize product development; wrap-up, and final preparation team reviews
16. May 1	Final Presentations at Motorola Schaumburg, IL All assignments due IPD second semester/year end/annual banquet