

AD420 • ME444 • MKTG594 Copco Project
Fall Semester, 2004**Stephen Melamed**, Industrial Design, College of Architecture & Arts
Michael J. Scott, Mechanical & Industrial 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 2004-05 is Copco, a Division of Wilton Industries, Inc. 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 2:00-4:30pm 315 BSB (Unless announced otherwise)
There will also be team meetings with faculty until 6:00pm.

Faculty

Prof. Stephen Melamed
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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, design, and 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	Topics, Week by Week:
1. August 24	Introduction, process overview, corporate sponsorship, administrative details, pictures, skills assessments, course mechanics, grading, talkers and listeners. <ul style="list-style-type: none">• Assignment 1: Background research on Copco. (Due: August 31)• Assignment 2: Discipline specific skills assignments. (Due: September 7)
2. August 31	Introduction to Copco at Copco corporate headquarters in Woodridge, Illinois. <ul style="list-style-type: none">• Assignment 3: Trend Poster/Mood Board. (Due: September 7)
3. September 7	VOC (Voice of the Customer) and user research, unveiling of poster boards, team formation, and category selection. <ul style="list-style-type: none">• Assignment 4: VOC/User Research. (Due: September 28)
4. September 14	Project management, project management software, focus groups preview, and team evolution model.
5. September 21	Team-building exercise with Human Synergistics .
6. September 28	Focus groups. Shop orientation in Project Lab, A&A Bldg. 4-6pm. <ul style="list-style-type: none">• Assignment 5: Focus group facilitator's guide (Due: October 3).• Assignment 6: Focus group final report (Due: October 19).
7. October 5	Focus groups, Survey Research Laboratory . <ul style="list-style-type: none">• Assignment 7: Deliverables for Mid-term presentations (Due: October 19).
8. October 12	Mid-term presentation rehearsals to faculty.
9. October 19	Mid-term presentations to Copco management at UIC.
10. October 26	Feedback on Mid-term presentations with Copco management and faculty.
11. November 2	Ideation. Class will be held at the Thinkubator (312 N. May Street in Chicago). Team brainstorming techniques. <ul style="list-style-type: none">• Assignment 8: Thinkubator idea master list (Due: November 9).
12. November 9	Idea Screening. <ul style="list-style-type: none">• Assignment 9: Screening results (Due: November 16).
13. November 16	Preliminary concept development. <ul style="list-style-type: none">• Assignment 10: First Semester/Fuzzy Front End Deliverables for final.
14. November 23	Continued concept development.
15. November 30	Final presentation at Copco, to Copco management and IPD faculty. IPD first semester/year end/holiday/annual banquet.