

**AD420 • ME444 • MKTG594 Pactiv Project**

Fall Semester, 2005

**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 **Pactiv Corporation (Hefty brand)**. 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 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, 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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<b>Week/Date</b>	<b>Topics, Week by Week:</b>
<b>1. August 23</b>	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 Pactiv. (Due: August 30) • Assignment 2: Discipline specific skills assignments. (Due: September 6)
<b>2. August 30</b>	Introduction to Pactiv at Pactiv Corp. R&D Center in Vernon Hills, Illinois. • Assignment 3: Trend Poster/Mood Board. (Due: September 6)
<b>3. September 6</b>	Class will be held at the <b>Thinkubator</b> 312 N. May Street in Chicago. 'Brain Game,' gallery walk of trend/mood boards.
<b>4. September 13</b>	VOC (Voice of the Customer) and user research, project management, project management software, team formation, and category selection. • Assignment 4: VOC/User Research. (Due: October 4)
<b>5. September 20</b>	Cultural anthropology, ethnographic research (Elizabeth Tunstall, PhD.) Assignment 5: Visual Stories (Due: October 18)
<b>6. September 27</b>	Team building exercise ( <b>Human Synergistics</b> , Rob Cooke, PhD.)
<b>7. October 4</b>	Focus groups, <b>Survey Research Laboratory</b> . • Assignment 6: Focus group facilitator's guide (Due: TBD). • Assignment 7: Focus group final report (Due: TBD). • Assignment 8: Deliverables for Mid-term presentations (Due: October 18).
<b>8. October 11</b>	Mid-term presentation rehearsals to IPD faculty.
<b>9. October 18</b>	Mid-term presentations to Pactiv management at UIC.
<b>10. October 25</b>	Feedback on Mid-term presentations with Pactiv management and IPD faculty.
<b>11. November 1</b>	Ideation. Team sessions will be held at the <b>Thinkubator</b> - 312 N. May Street in Chicago. Team brainstorming techniques. • Assignment 9: Thinkubator idea master list (Due: November 8).
<b>12. November 8</b>	Idea Screening. • Assignment 10: Screening results (Due: November 16).
<b>13. November 15</b>	Preliminary concept development. • Assignment 11: First Semester/Fuzzy Front End Deliverables for final.
<b>14. November 22</b>	Continued concept development.
<b>15. November 29</b>	Final presentation at Pactiv, to Pactiv management and IPD faculty. IPD first semester/year end/holiday/annual banquet.