

AD423 • ME445 • MKTG594 Pactiv Project
Spring 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**

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.

Pactiv Corporation 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 Pactiv management team, and should continue to utilize their assigned Pactiv liaison for on-going input and feedback.

Class Meetings

Tuesdays 2:00-4:30pm 365 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
Art and Design,
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Prof. Michael J. Scott
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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 10	Introduction to the second semester of IPD, overview, objectives and goals: <ul style="list-style-type: none">• Continuation of team brainstorming• Draft of Concept Cards (Assignment 10) in-class review• Utilizing focus groups for concept testing. 1st draft of Focus Group Moderator's Guide (Assignment 11) due• Development of <i>Problem Statements</i>
2. January 17	<ul style="list-style-type: none">• Focus Groups in progress...• Assignment 10: Concept Cards due, ready for use in Focus Group research
3. January 24	<ul style="list-style-type: none">• Lecture on Forecasting, P&L (Profit & Loss Statement) Assignment 12• Lecture on B-F-S (Benefits-Features-Specifications) Assignment 13• Assignment 14: Review, write-up, and presentation of specific additional research provided by Pactiv Corp.
4. January 31	<ul style="list-style-type: none">• Concept testing continued, Quantitative Surveys - Assignment 15• Guest lecturer, Keith Alsberg of Square 1 Product Development, Inc. - Implementing concept into reality
5. February 7	<ul style="list-style-type: none">• In class team presentations/review of (last 9 items) Pactiv market research• Deliverables for Mid-Term, final Problem Statement, first cut at platform concept that offers a solution to the problem as stated and demonstrated - Assignment 16
6. February 14	<ul style="list-style-type: none">• Marketing Plan and Launch Strategy - Assignment 17 (1st draft 3/14, 2nd 4/4)• First study (DEU) physical representations - Assignment 18
7. February 21	Guest lecturer, Tina Tranfaglia of Pactiv Corporation - Launch Strategies
8. February 28	Mid-Term presentations (1043 ERF) to faculty and Pactiv management.
9. March 7	Individual teams de-briefing and feedback on Mid-Term presentations.
10. March 14	<ul style="list-style-type: none">• Overview of rapid prototype methodologies (IPD & Pactiv capabilities)• International Housewares Show, McCormick Place, March 12 - 14• Design Defined - Young Designers View of the Housewares Industry• Viewing and discussion of <i>The Launch</i>
11. March 21	Spring Break...enjoy!
12. March 28	Product Development; work-in-progress design reviews
13. April 4	<ul style="list-style-type: none">• Concept Testing II, Assignment 19• Deliverables for final presentation. Platform product, 5 ft. of retail shelf spaceAssignment 20
14. April 11	Product Development: work-in-progress individual team design reviews
15. April 18	Continued Product Development; wrap-up, and final preparation team reviews
16. April 25	Final Presentations at Pactiv Corp. Vernon Hills, IL - All assignments due IPD second semester/year end/annual banquet