

Kurzus címe (banner):

Philips – Sustainability in context of home appliances

Kurzus oktatói:

Szabó Ede (Design Business Lead - Garment Care)
Keszei István

Kurzuskód:

B-KH-301-DI-20192-07

M-KH-201-DI-20192-07-0

Kurzus leírása:

Designer's nowadays are not just asked to design beautiful and strong products, we are being asked to save the world. Challenges around health care, sustainability, poverty, freedom of speech, and many others are being offered to designers to 'come with solutions'.

Future Probing is a method where we design a far future, not being limited by the current systems and limitations (e.g. budgets, politics, culture). Therefore, it opens up a blank canvas for a bright future.

When we propose a Future Probe to the people on the streets, we can learn what parts do - or do not - trigger energy. These learnings can be used to create starting points for innovation, coming from a deeper understanding of the people we work for.

A kurzus keretében feldolgozandó feladatok, témakörök, témák:

- Trend research
- Philips Design methodologies
- Concept generation
- Consumer testing
- Presentation