

Update your design knowledge

IDEMC

Master Classes for Design Professionals

Edition 2016

**NEW
CLASSES**

IDEMC 2016

In 2013, we launched the first series of IDE Master Classes. This successful first series was followed by 2 equally inspiring series in 2014 and 2015. All the Master Classes in each series have been well attended and evaluated extremely positively. In total, more than 175 different participants from more than 125 companies have attended the three series. The level of interest expressed by participants in new topics has given us more than enough reasons for hosting this fourth series, starting in March 2016.

What are IDE Master Classes?

IDE Master Classes are a series of intensive two-day, state-of-the-art Master Classes developed specifically for design professionals. They are embedded within one of the world's most forward-thinking design education programmes at TU Delft's faculty of Industrial Design Engineering. The Master Classes are given by leaders in the design field, all of them top lecturers or alumni from the faculty of Industrial Design Engineering, working in a range of disciplines of the continuously developing design field.

Why participate in IDE Master Classes?

The IDE Master Classes programme was developed to support the professional development of design practitioners. In groups of 10 to 16 participants, you gain insights into recent developments in the discipline, learning about the latest methods and tools currently being taught to new generations of designers. For many of you working in the field of design, this has proved an extremely effective way to refine your skills, focus your ambition, and/or simply broaden your mind and be inspired!

Each Master Class combines theory with interactive assignments and group cases: you directly apply what you learn. This is a great way of meeting the experts and working with other experienced designers, expanding your network, and creating new opportunities.

Learn from the experts as well as from each other!

What do I pay?

Costs per Master Class

€ 950

€ 850 members of BNO, Design Management Network, KIVI IO & Human Factors NL

€ 750 for IDE alumni
Lunch, drinks, material and a book on the topic are included; prices are free from VAT.

How do I register?

Send an email with your name, phone number, company and the Master Class(es) you are interested in to masterclass-ide@tudelft.nl

Is there more to know?

Location: Faculty of Industrial Design Engineering in Delft

Language: English

Visit our website

www.ide.tudelft.nl/masterclasses, where you can find the latest news about the programme.

REGISTER NOW!

IDEMC¹

ViP | Vision in Design

March 23-24

Envisioning and designing the effect your product will have on people

> Paul Hekkert, Professor Form Theory, IDE, TU Delft

> Matthijs van Dijk, Professor Applied Design, IDE, TU Delft

Design solutions are 'just' a means to an end. Designers should, first and foremost, design the raison d'être of their final intervention. For this, they need to build a personal vision based on their view of a future world.

This Master Class trains professional designers and other innovation professionals in the design method 'Vision in Design' (ViP). ViP is a method that forces you to design the idea underlying your design in great detail, before coming to a manifestation: What exactly is it that you want people to understand, experience or do? In a series of short lectures and exercises, participants learn about the main features and design principles of the ViP process. In this way, participants experience the power of building a personal and fine-grained vision on their design work.

Learning objectives

During this Master Class you will learn:

- understand the creative potential of the design method ViP;
- know how to build a perspective on a future world;
- be able to execute the ViP method in any given situation;
- look at design and innovation differently;
- be able to execute the ViP method in any given situation;
- look at design and innovation differently.



Paul Hekkert is full Professor of Form Theory and head of the design aesthetics group at IDE, TU Delft. He conducts research and regularly publishes on the aesthetic, experiential and behavioural effects of products. He is a much-requested lecturer and guest speaker.

*More about Paul Hekkert and the IDE Master Class can be found on our website:
www.ide.tudelft.nl/masterclasses.*

IDEMC²

Creative Facilitation

April 13-14

Creativity and creative collaboration in product innovation

> Marc Tassoul, Lecturer Creative Facilitation, IDE, TU Delft

Creative Facilitation is the art of leading a team through a creative process in order to solve problems or generate new shared visions and opportunities for organizations. Getting everyone on the same page in an open and trustful atmosphere of creative collaboration demands special care and attention.

Throwing ideas about in a quick brainstorm session is often based on memory and logic, and with the right experts this often does the trick.

However, when facing more complex design issues, or in cases where shared understanding is required, Creative Facilitation (CF) offers an important added value when addressing these issues. CF uses the fundamental concepts of Industrial Design Engineering to create and elaborate ideas into workable solutions.

In this Master Class, we address these issues from the point of view of designing and leading creative processes as a creative facilitator.

Learning objectives

During this Master Class you will learn to:

- create an atmosphere of trust, and achieve so-called 'suspension of disbelief';
- design and run creative processes for specific problems or issues;
- inventorise and redefine problems and objectives.



Marc Tassoul is Lecturer in Creativity and Creative Facilitation at IDE, TU Delft. He has a vast experience in sharing his knowledge and insights via workshops and publications.

*More about Marc Tassoul and the IDE Master Class can be found on our website:
www.ide.tudelft.nl/masterclasses.*

IDEMC³

May 11-12

Customer Experience Innovation

Creating compelling brands, services and customer experiences

> Erik Roscam Abbing, Lecturer Innovation and Branding Strategies, IDE, TU Delft

Successful innovators know how to create compelling customer experiences by combining deep customer insights with strong brands. The result is a strategically solid approach to innovation that puts human values at the heart of the organization.

This holistic approach to product and service innovation is based on 4 consecutive phases: gathering customer insights, building a focused innovation strategy, designing a desirable customer experience, and lastly, embedding the resulting experience.

Learning objectives

During this Master Class you will learn how to:

- gather and use customer insights for experience innovation;
- view the role of the brand as driver for innovation;
- build a brand that can play this role
- develop customer experience innovation strategies;
- use tools like personas, customer journey mapping, and guiding principles;
- orchestrate touch points in branded customer experiences;
- prototype and test new customer experiences.



Erik Roscam Abbing is a frequent Lecturer at the SPD master at TU Delft and several other universities. In addition to his teaching career, he founded Zilver, a creative consultancy in customer experience innovation.

More about Erik Roscam Abbing and the IDE Master Class can be found on our website: www.ide.tudelft.nl/masterclasses.

IDEMC⁴

June 8-9

Material Driven Design

Designing for material experiences with a material as starting point

> Elvin Karana, Associate Professor Material Driven Design, IDE, TU Delft

Materials research is constantly evolving, leading to novel, superior materials like bio-based plastics, piezoelectric textiles, and temperature sensitive polymers. The potential experiences of these unfamiliar, unusual and novel emerging materials are often challenging to envision and design for.

Material Driven Design (MDD) supports the design of meaningful material applications with the material as a point of departure. Designers qualify the material not only for what it is, but also for what it does, what it expresses to us, what it elicits from us, and what it makes us do. MDD helps designers structure, communicate and reflect on their actions in design for material experiences, and gain design competences in exploring, understanding, defining and mobilizing the novel material properties.

Learning objectives

During this Master Class, you will:

- learn how to implement the MDD method when designing with materials;
- understand how to characterise materials technically and experientially;
- gain competence in bridging technical properties and experiential qualities of materials;
- get a feeling for the underlying reasons of our material experiences;
- gain hands-on experiences in designing with some unique emerging materials.



Elvin Karana is Associate Professor at IDE, TU Delft. She leads research projects focusing on design for material experiences, demonstrating the applicability of this thinking in design research and design practice.

More about Elvin Karana and the IDE Master Class can be found on our website: www.ide.tudelft.nl/masterclasses.



"The guest lectures were extremely informative and inspiring as they were all based on practice."

"The fact that the course goes beyond design thinking tools and also looks at capabilities and practices, was of great value."



"I greatly valued and was stimulated by the interaction with others, as well as being able to look at my own work from the viewpoint of service design theory."

"The lecturer did a great job - she's a researcher who is clearly passionate about what she does - she's engaging and dynamic."

IDEMC⁵ **Human Factors, Comfort and Design**

September 28-29

Better performance by designing for the ideal ergonomic context
> Peter Vink, Professor Environmental Ergonomics, IDE TU Delft

Many companies need to design for comfort in order to be attractive, increase performance and improve productivity. Products and environments are key to fulfilling these needs.

In this Master Class, professional designers, engineers and architects learn to: (1) design comfortable products which increase productivity (handtools, computer products and seats) as well as productive work environments (office interiors and assembly line interiors), and (2), design comfortable transport interiors (car, train and airplane). Participants are shown how comfort and productivity can be achieved by changing the products and the physical environment. Case examples of application are presented, revealing the effect on end users.

Learning objectives

During this Master Class, you will:

- understand the principles of experiencing comfort and discomfort;
- understand the principles of productivity related to products and environments;
- be able to execute the principles in product design;
- be able to execute the principles in the design of environments like offices, vehicle interiors and assembly lines.



Peter Vink is full Professor of Environmental Ergonomics at IDE, TU Delft. He has written more than 200 articles and books in the field of comfort, performance and design of products, environments and systems. He has guided many design projects at, amongst others, Boeing, BMW and KPN.

More about Peter Vink and the IDE Master Class can be found on our website: www.ide.tudelft.nl/masterclasses.

IDEMC⁶

October 12-13

Design for Emotion and Happiness

Identifying and designing for enjoyable and meaningful experiences

> Pieter Desmet, Professor Design for Experience, IDE, TU Delft

> Anna Pohlmeier, Assistant Professor Design for Happiness, IDE, TU Delft

Emotions are fundamental to all design acquired and consumed by people. We are emotional only about the things and events that matter to us. This includes seeing, buying, using and owning consumer goods. Moreover, design has the ability to enable long-term happiness.

This MC hosts a mixture of [interactive] tutorials and workshops covering a selection of aspects of design for emotion and for happiness, including theory, measurement, and practice. Design approaches are introduced that are embedded in theory whilst remaining pragmatic and usable for designers. Participants deepen their knowledge of how product design elicits emotions, and of the influence of design on happiness. They gain hands-on experience by formulating design intentions that include emotional and happiness effects.

Learning objectives

During this Master Class, you will:

- understand what emotions are and how design evokes emotions;
- understand how design can contribute to user well-being;
- use tools and techniques to implement emotion and wellbeing in design processes;
- implement these tools and techniques in design practice.



Pieter Desmet is full Professor of Design for Experience at IDE, TU Delft. He is much published, with over 80 articles and books in the fields of experience design, emotion, and subjective well-being.

More about Pieter Desmet and the IDE Master Class can be found on our website: www.ide.tudelft.nl/masterclasses.

IDEMC⁷

November 16-17

Digital Manufacturing

Making sense of disruptive technologies for design

> Jouke Verlinden, Assistant Professor Advanced Manufacturing, IDE, TU Delft

3D printing and digital manufacturing are disruptive technologies that will change our daily lives. This trend requires new skills, based on a deep understanding of the interaction between the digital and the physical in design.

In this Master Class, professional designers and engineers explore enabling technologies (soft and hardware), and learn to recognize best practices in academia and industry. Example cases are presented and IDE alumni give practical advice. To finish, participants apply the knowledge gained in a design challenge.

Learning objectives

During this Master Class, you will:

- understand the workflow of digital manufacturing: from scanning to modelling to printing;
- understand high-tech solutions, only doable by Additive Manufacturing;
- understand business and innovation opportunities and the emergence of the maker movement;
- understand the digital tools with capabilities and pitfalls;
- be able to connect reverse engineering and 3D scanning to the digital manufacturing workflow;
- be able to explore parameterised and multimaterial models.



Jouke Verlinden is Assistant Professor Advanced Manufacturing at the department of computer aided design engineering, IDE, TU Delft. He has a background in interactive computer graphics and virtual reality, and is a pioneering researcher in human-centred digital fabrication.

More about Jouke Verlinden and the IDE Master Class can be found on our website: www.ide.tudelft.nl/masterclasses.

IDEMC programme 2016

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