Title: Product Design Presentation Assignment

Objective:

The objective of this assignment is to assess students' understanding and application of principles and techniques in product design. Students will demonstrate their ability to conceptualize, develop, and present a product design solution that addresses a specific need or problem.

Requirements:

1. **Topic Selection:**

   - Presentations should be based on all the information you collected in the previous two assignments.

2. **Research and Analysis:**

   - Conduct thorough research on the chosen topic, including market analysis, user needs assessment, and competitor analysis.

   - Identify specific user needs or problems within the chosen category to address with the product design.

3. **Concept Development:**

   - Use the multiple design concepts and prototype that address the identified user needs or problems.

   - Explore various design solutions through sketches, prototypes, and digital models.

   - Consider factors such as usability, aesthetics, functionality, sustainability, and manufacturability in the design concepts.

4. **Prototype Development:**

   - Select one design concept to further develop into a prototype.

   - Create a physical or digital prototype of the chosen design concept.

   - Test the prototype for functionality, usability, and feasibility.

5. **Presentation Preparation:**

   - Prepare a visually engaging presentation that effectively communicates the design process and solution.

- Include sketches, renderings, CAD models, prototypes, and any other relevant visuals to support the presentation.

- Structure the presentation to clearly convey the problem statement, design objectives, research findings, design process, and final solution.

6. **Presentation Delivery:**

- Deliver a polished and professional presentation before the deadline.

- Clearly articulate the rationale behind design decisions and how they address the identified user needs or problems. Information regarding the manufacturing process, the marketing and sales information must also be covered.

- Use appropriate visual aids and verbal communication skills to engage the audience and convey the significance of the design solution.

Evaluation Criteria:

- Understanding of design principles and techniques

- Creativity and innovation in addressing user needs or problems

- Effectiveness of research and analysis

- Quality of design concept development and prototyping

- Clarity and professionalism of presentation delivery

- Overall coherence and completeness of the presentation.

Submission Deadline via LMS only:

    November 17th, 2025

Note:

Late submissions are not permitted.