

# Self-Paced Module: Introduction to Product Design

Started: Jan 28 at 11:49am

## Quiz Instructions

We structure Prof. Ulrich's self-paced modules as "quizzes" so we can give credit automatically for completing the content. Don't worry -- there are no time limits, you can repeat as many times as you'd like, and generally the questions are meant to stimulate your thinking and engage you, not to test mastery. So, you don't need to "study" for these quizzes -- just proceed through the sections and do what is asked. These self-paced modules typically require 60-90 minutes.

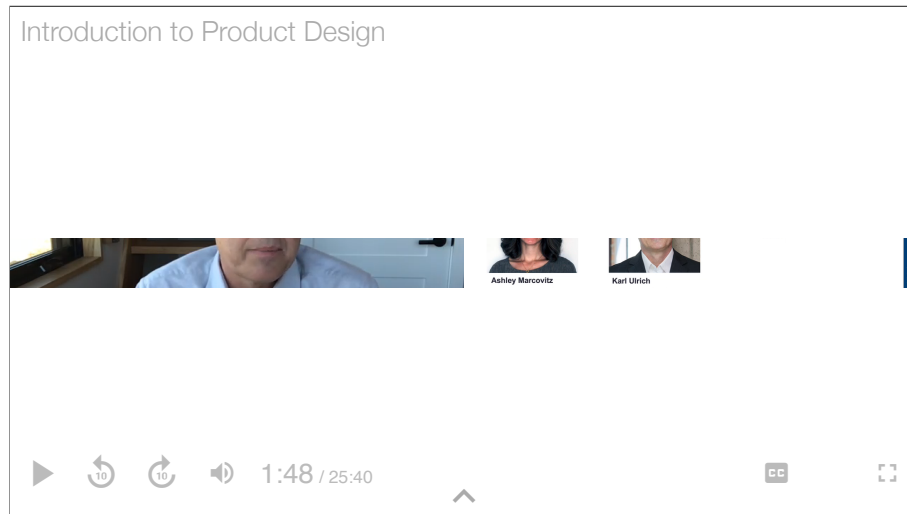
Each self-paced module will also contain some optional material (e.g., films or youtube videos) that are clearly labeled "OPTIONAL." If you watch these, they will definitely require more than the time than the standard 60-90 minutes.

The self-paced modules are all due at the start of your studio class each week. Self-paced modules are subject to our regular grading policy for late work - you can submit them within 24 hours of the due date and time, for 25% credit. After that, no credit will be given, although the quizzes will not lock after 24 hours.

### Question 1

0.25 pts

Watch the video - Product Design Introduction (hopefully you watched this video at the start of your Pre-Work, but please watch if you missed it!)



**Question:** Where does the studio section meet each week?

- ☒ In the fantastic new Tangen Hall (40th and Sansom), room 708 or the Studios, located to the right as you enter the building. We'll let you know where to go each week.
- ☐ Some other location the registrar may have posted.

### Question 2

0.25 pts

I made some short videos a few years ago introducing a few key concepts and illustrated with (in my opinion) some nice examples. I'm going to carry some of these examples through all our modules, so I want to introduce them here. When I have a video that (in my opinion) is nicely done and very concise, I'll just use it in my self-paced modules. I think you'll find that better than my rambling over powerpoint slides.

ktu-what-is-design-12-a-a-12



**QUESTION:** According to Professor Ulrich, the first ice cream vendor was named

- ☐ Bella
- ☒ Tabia
- ☐ Olympia

**Question 3****0.25 pts**

Watch this short video about the design process.

ktu-design-process-8-a-a-12



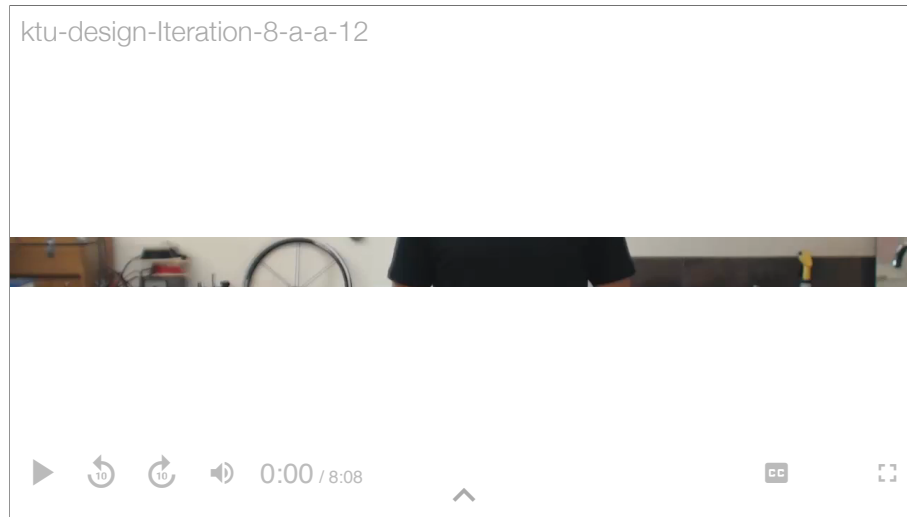
**TRUE or FALSE?** The first step in the design process is to *explore alternatives*.

- ☐ True
- ☒ False

## Question 4

0.25 pts

Watch this short video about iteration in design.



**TRUE of FALSE?** According to Professor Ulrich, the liquid in one of the common commercial ice cream scoops that is used to transfer heat from the user's hand to the ice cream scoop is *mercury*.

- ☐ True
- ☒ False

## Question 5

0.25 pts

Watch this [5-minute interview](https://www.linkedin.com/learning/objectified/jonathan-ive?resume=false&u=2262250) [↗](https://www.linkedin.com/learning/objectified/jonathan-ive?resume=false&u=2262250) (https://www.linkedin.com/learning/objectified/jonathan-ive?resume=false&u=2262250) with Jonathan Ive (formerly head of Apple Industrial Design). (If this doesn't link to the Ive interview, you should be able to find it in the left navigation bar -- just look for "Jonathan Ive" -- it's the sixth interview -- and click on that.)

This should be freely accessible through LinkedIn Learning. Go to [this link](https://www.isc.upenn.edu/linkedinlearning) (https://www.isc.upenn.edu/linkedinlearning), then click "Get Service" which should help you link your LinkedIn Page through Penn.

This interview is from the documentary film *Objectified*. OPTIONAL: You should be able to watch the whole film for free [here](https://www.linkedin.com/learning-login/share?forceAccount=false&redirect=https%3A%2F%2Fwww.linkedin.com%2Flearning%2Fobjectified%3Ftrk%3Dshare_ent_url%26shareId%3D9978b07d-d4e8-4e92-9820-b636f23c0894&account=2262250) [↗](https://www.linkedin.com/learning-login/share?forceAccount=false&redirect=https%3A%2F%2Fwww.linkedin.com%2Flearning%2Fobjectified%3Ftrk%3Dshare_ent_url%26shareId%3D9978b07d-d4e8-4e92-9820-b636f23c0894&account=2262250) (https://www.linkedin.com/learning-login/share?forceAccount=false&redirect=https%3A%2F%2Fwww.linkedin.com%2Flearning%2Fobjectified%3Ftrk%3Dshare\_ent\_url%26shareId%3D9978b07d-d4e8-4e92-9820-b636f23c0894&account=2262250).

**TRUE of FALSE?** The Apple Macbook keyboard is made by removing a bunch of material from a solid block of aluminum.

- ☒ True
- ☐ False

## Question 6

0.25 pts

When the class was fully online, we allowed digital products, but the current iteration of the course focuses only on physical goods.

**TRUE of FALSE?** In this course projects must be focused physical goods, not digital products like apps.

- ☐ True

☒ False

## Question 7

0.25 pts

Listen to this interview with Coravin founder Greg Lambrecht.

(If the embedded audio does not appear to be working correctly, [Here is a direct link](https://shows.acast.com/wharton-entrep/episodes/cut-loose-the-corkscrew-with-coravin) (https://shows.acast.com/wharton-entrep/episodes/cut-loose-the-corkscrew-with-coravin).)

[Read the interview transcript.](https://canvas.upenn.edu/courses/1772510/files/130141601?wrap=1) (https://canvas.upenn.edu/courses/1772510/files/130141601?wrap=1). [↓](https://canvas.upenn.edu/courses/1772510/files/130141601/download?download_frd=1) (https://canvas.upenn.edu/courses/1772510/files/130141601/download?download\_frd=1)



Launch Pad  
Cut Loose The Corkscrew with Coravin

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**TRUE or FALSE?** Some of the fundamental ideas behind Coravin came from intravenous catheters.

☒ True☐ False

## Question 8

0 pts

Salsa, like all condiments, is optional. It may liven things up, but you don't need to consume it. Some of this stuff will be really whacky or out there.

We sometimes take for granted where technology comes from. This series ("Primitive Technology" on YouTube) gives a nice perspective on just how efficient the modern economy is in creating the materials and tools we take for granted. (Even this process relies on several tools and materials he built previously (e.g., the blower, charcoal). You can find the relevant videos on his channel.)

Primitive Technology\_ Iron prills

This video isn't available. See other videos



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This guy, John Plant, has a very interesting story. Here's some background on him [https://en.wikipedia.org/wiki/Primitive\\_Technology](https://en.wikipedia.org/wiki/Primitive_Technology) (https://en.wikipedia.org/wiki/Primitive\_Technology).

**TRUE or FALSE:** Salsa items are OPTIONAL in this course.

☒ True☐ False

## Question 9

0 pts

Most weeks I will recommend a movie. You don't have to watch it. But, I think we're all looking for good movies these days, so if you haven't seen the recommended film, check it out. In most cases it will be a documentary relevant to the week's content.

I'm recommending the full film from which the Jonathan Ive interview was taken, *Objectified*.

This is a documentary featuring some real giants in product design, including Jony Ive of Apple. You can watch the film for free [here](#) ↗.

([https://www.linkedin.com/learning-login/share?](https://www.linkedin.com/learning-login/share?forceAccount=false&redirect=https%3A%2F%2Fwww.linkedin.com%2Flearning%2Fobjectified%3Ftrk%3Dshare_ent_url%26shareId%3D9978b07d-d4e8-4e92-9820-b636f23c0894&account=2262250)

[forceAccount=false&redirect=https%3A%2F%2Fwww.linkedin.com%2Flearning%2Fobjectified%3Ftrk%3Dshare\\_ent\\_url%26shareId%3D9978b07d-d4e8-4e92-9820-b636f23c0894&account=2262250](https://www.linkedin.com/learning-login/share?forceAccount=false&redirect=https%3A%2F%2Fwww.linkedin.com%2Flearning%2Fobjectified%3Ftrk%3Dshare_ent_url%26shareId%3D9978b07d-d4e8-4e92-9820-b636f23c0894&account=2262250)) via Penn's LinkedIn Learning site license.

The director's website about the film is here [Objectified](#) ↗ (<https://www.hustwit.com/objectified>).

**TRUE or FALSE?** Injection molding a chair (opening scene) is cool.

☒ True

☐ False

## Question 10

0.25 pts

Click on the Canvas Discussion tab for this course. Find the discussion thread "Self-Paced Module: Intro to Product Design" and post a comment and/or a response to a comment from someone else. To post a new comment, hit "reply" at the very top level. To respond to someone else's comment, hit "reply" beneath that comment. We don't have a good way to "auto grade" this, so we will cross check your post to verify your "class participation."

**For this week:**

Consider the products you use regularly. Do any of these products invoke a reaction of "I love this" every time you use them? Share an image and a description of why you love this product. Prof. Ashley will pick out a few great examples to share with the class in our first meeting.

**TRUE OR FALSE:** I posted a great product to the discussion.

☒ True

☐ False

Quiz saved at 12:21pm

Submit Quiz