

ENTR 390.012

Digital Product Design

LECTURE 1

September 12, 2016



Why Design?

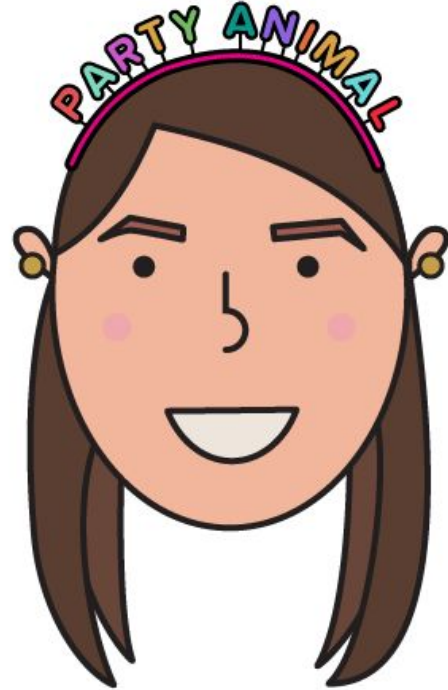
This class

Goals

A photograph of four young men standing on a sandy beach. From left to right: the first man wears a blue t-shirt with 'COSTA RICA' and 'Pura Vida' text, and blue shorts; the second wears a grey t-shirt with 'Make something people want.' and white shorts; the third wears a dark blue sweater with a white snowflake pattern and olive shorts; the fourth wears a grey t-shirt and dark shorts. They are all smiling. The background shows a wide beach, palm trees, and mountains under a blue sky with clouds. The text 'Sam Pierce Lolla' is overlaid in white in the center.

Sam Pierce Lolla

Kelsey Trabue



Carson Covell



Emmad Mazhari

Housekeeping

1. Tools
2. Design Jams
3. Grading
4. Misc

Tools

- Sketch - \$50 (highly recommended)
- Figma - FREE (web only)
- Adobe CS - \$20/month

Housekeeping

1. Tools
- 2. Design Jams**
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Grading

- Attendance **(30%)**
 - Minimum of 9 Classes or Jam Sessions
- Assignments **(70%)**
 - 5 minimum
 - 2 Tracks

Housekeeping

1. Tools
2. Design Jams
3. Grading
4. **Misc**

Misc

- How to Study
- Canvas
- Piazza
- www.umichdesign.com
- umichdesign@umich.edu

Design = Form in Context







www.lovetokitchenware.com



“Form follows function—
that has been misunderstood.
Form and function should be
one, joined in a spiritual union.”

Exercise

3 Objects*

- One delightful only
- One useful only
- One that's both

*no Apple products

Optional survey