AD423 • ME445 • MKTG594  Copco Project
Spring Semester, 2005

Joseph Cherian, Marketing, College of Business Administration
Stephen Melamed, Industrial Design, College of Architecture & Arts
Michael J. Scott, Engineering, College of Engineering

Course Syllabus
IPD: Interdisciplinary Product Development

The second semester of this course in Interdisciplinary Product Development will continue to be team-taught by faculty members from all three colleges: Architecture & the Arts, Business Administration, and Engineering.

The student teams will work to develop a solution to the problem they identified at the end of the first semester. The culmination of spring semester will be a looks-like form model (non-functioning appearance model) together with a functional prototype completed to a level of detail appropriate to its complexity, together with a marketing plan.

Copco, a Division of Wilton Industries, Inc. continues in its role as corporate client for the balance of the school year. Each team will make an additional two presentations of course progress to the Copco management team, and should continue to utilize their assigned Copco liaison for ongoing input and feedback.

Class Meetings
Tuesdays 2:00-4:30pm  311 BSB  (Unless announced otherwise) Class meeting locations subject to change; check email and the web. There will also be team meetings, with and without faculty, until 6:00pm.

Faculty
Prof. Stephen Melamed  Prof. Joseph Cherian  Prof. Michael J. Scott
Art and Design, Industrial Design
Marketing
2210 UH
6-4054
cherian@uic.edu
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Course Web Site
http://design.me.uic.edu/IPD

Teams
All students will continue to work within the same multi-disciplinary teams established in the first semester.

Grading Policies
There are no tests. Grades will be assigned to individuals based on faculty assessment of performance on the group project and on student evaluations of team member performance (effort and contribution). Please refer to the handout on grading for detailed explanation of all policies, including attendance, distributed at the beginning of the Fall Semester.
## Week/Date

### 1. January 11
- Introduction to the second semester, course overview and objectives:
  - Viewing and discussion of “The Launch”
  - Overview of semester goals (prototypes-what they mean for the 3 disciplines; also 3 key steps: choice, design/engineer, marketing plan/sales/distribution/ads)
  - Utilizing focus groups for concept testing
  - Assignment 10: Concept Cards (Due Jan. 28, end of week 3)

### 2. January 18
- Focus Groups in progress, quantitative surveys.
  - Assignment 11: Deliverables for Mid-Term presentations (Due March 1):
    - 5 best concepts, consumer feedback, selected design option, variations of the selected option.

### 3. January 25
- Second round of focus groups, concept cards refined.
  - Assignment 12: Preliminary Marketing Plan (Due March 1)

### 4. February 1
- Quantitative testing.

### 5. February 8
- Benefits - Features - Specifications lecture
  - Assignment 13: B/F/S Chart (Due March 1)

### 6. February 15
- Justifying your choices; prototyping (early & often)
  - Assignment 14: First models (Foam core, bread-boards, FDM - Due March 15)

### 7. February 22

### 8. March 1
- Mid-Term presentations (1043 ERF) to faculty and Copco management.

### 9. March 8
- De-briefing and feedback on Mid-Term presentations.

### 10. March 15
- Evaluation and review of first models.

### March 22
- Spring Break...enjoy!

### 11. March 29
- Product Development; design reviews
  - Assignment 15: Final Deliverables, Due April 26

### 12. April 5
- Continued Product Development; design reviews.

### 13. April 12
- Continued Product Development; design reviews.

### 14. April 19
- Continued Product Development; design reviews.

### 15. April 26
- Final Presentations at Copco.
  - All assignments due: Form and functional prototypes, marketing plan, detail and summary materials (Prepare an electronic document detailing technical decisions, a summary presentation of the entire year long product development process, complete with appropriate drawings and pictures of models).

**IPD second semester/year end/annual banquet.**