

Name **Strategic Product Design 1. –
Karsai Kft. collaboration**

Classroom ☐
Studio or workshop ☐
External venue ☐
Online ☐

Codes **M-FR-104-1**

Host **Future School**

	Type	ECTS	Contact hours	Student work	Course type	Semester	Unit
Basic info	Gyakorlat	5	4 per week		studio work	1	Strategic Product Design 1.

Recommendation	The aim of the course is to acquire strategic thinking in the broader context of design and design methodology, and to learn about and apply different design and research methodologies. The focus will be on a thorough mapping and understanding of the needs of those involved in the design and the final design concept.
----------------	--

Short Description	The company Karsai Kft. is an expert of many plastic production technologies. The students will have to explore the company's aims and opportunities for expanding into maybe different segments with the use of their leftover materials. During the course the company will provide information about their needs and opportunities. Student will also be required to conduct further design research into the possibilities.
Teachers	

Name	Contact information	Short bio	Open hours
óráadó			as needed
Dóri Féja	feja@mome.hu		as needed

Semester schedule	Course scheduling	Weekly class appointments
	course starts on the 2nd week of the semester	weekly consultations on Tuesday 10:00-12:50 (additional, optional, online consultation sessions and research appointments can be arranged in different time slots)

#	Date	Weekly educational content
1	09.09.	Briefing, introduction to the topic and the course – design methodology basics
2	09.16.	design research methodology basics, forming design research plans
3	09.23.	research, studio work and consultation about ongoing research
4	09.30.	presenting and discussing insights based on research
5	10.07.	introducing first design concepts (sketches, mock-ups, prototypes)
6	10.21.	consultation, iterations, developing personal concepts
7	10.28.	consultation, iterations, developing personal concepts
8	11.04.	consultation, iterations, developing personal concepts
9	11.11.	consultation, iterations, developing personal concepts, finalizing concepts
10	11.18.	consultation, iterations, developing personal concepts, finalizing concepts
11	11.25.	(prep week) preparatory consultations for final presentations
12		
13		
14		
15		

Requirements and evaluation	Assignments	Evaluation criteria	Deadline	% in evaluation
	adhereing to all deadlines – submitting all necessary documents for the final presentation	the student uploaded their presenatation and poster before the deadline of KIPAK	2025.12.06.	
	no more than 3 absences during the semester	no exceptions (medical or other reason included) – after 2 absences the student gets a warning in email		
	research documentation	written documentation about the research process, the tools used, and the gathered indights.	2025.12.18.	33%
	final concept – 3d visualization	good quality model that shows the main aspects of the propoed solution(s)	2025.12.06.	33%
	final presentation	visual quality of the presentation, fits whithin given timeframe, concise and clear communication of the project, detailed presentation of the final work and the process	2025.12.06.	33%

Compulsory readings	https://www.karsai.hu/?nyelv=eng Students should familiarise themselves with the company before the course starts.
---------------------	---

Recommended readings

Learnings	<p>Knowledge</p> <ol style="list-style-type: none"> 1. Have a general knowledge of the processes and concepts underlying their own design work. 2. have a high level of knowledge of the most important materials, techniques and methods underlying design activities in the field of design and design making. 3. Knowledge of the main basic presentation tools, styles and channels used in the profession. 4. Understands the role and importance of analytical and critical thinking within the discipline. 5. Has a high level of understanding of the importance and role of creativity in design. 6. Understands the basic content and general principles of other fields related to design (e.g. economics, culture, futurology, ecology, technology). <p>Understands the role and potential of design in the context of the economy and society and the environment.</p> <ol style="list-style-type: none"> 8. is familiar with a range of different research methods to identify the needs of stakeholders. 9. understands the fields in which the design toolbox can be applied and that design processes can have a wide range of outcomes.
-----------	--

Skills	1. adapt and develop design skills, techniques and technologies in response to current and future social, cultural and economic challenges to new types of problems 2. identify and analyse problems that design can solve. 3. Develops and evaluates design concepts. Links design concepts to similar tools in other (related) disciplines. 5. is able to make creative use of the technical, material and information resources on which his/her design work is based. 6. Analyses and develops his/her own design and design processes, constantly adapting to new technologies. 7. Communicates his/her ideas and processes to clients and the general public. 8. Is able to collaborate with his/her professional community. 9. Able to communicate effectively when working collaboratively. 10. Ability to absorb and integrate diverse knowledge into his/her thinking. 11. Ability to work effectively and proactively in a team. 12. Identifies the needs of stakeholders in the planning process, involving them in the planning process where appropriate.
Attitude	1. Focuses on the creative aspects of design. 2. An open, inclusive and empathetic approach to design. 3. Strives to build and cultivate national and international professional relationships. 4. Consciously manages the interactions that arise during the design process (presentation, teamwork, brainstorming, workshop, etc.). 5. Approaches design tasks with a future-oriented and strategic mindset.
Responsibility	1. develops a design concept, either independently or in collaboration, and implements it professionally, either independently or in a team 2. acts autonomously and responsibly in multidisciplinary projects and activities.

Exemption

- ☒ Exemption from attending and completing the course cannot be granted
☐ Exemption may be granted from the acquisition of certain competencies and the fulfilment of tasks
☐ Some tasks can be substituted with other activities,
☐ A full exemption can be granted

Curriculum
connections

Unit	Parallel courses	Course proportion in unit
Befoglaló tantárgy címe	[Ez a kurzus]	
	Másik kurzus címe	
	Harmadik kurzus címe	

Course prerequisites	Is it available as an elective?	Prerequisites in case of elective

Misc.
information