

Cím

Strategic Product Design 3. – Project development

Classroom ☒
 Studio or workshop ☒
 External venue ☒
 Online ☐

M-FR-304

Codes

ER-PROD-252601-01

Host

MOME Future School

	Type	ECTS	Contact hours	Homework hour	Course type	Semester	Unit
Basic info	Practice	10	104	260	Compulsory	3 rd semester	<i>Strategic Product Design 3.</i>

Recommendation

This course helps to elaborate and realize earlier promising, but never finished projects, so that at the end a presentable prototype or model is made, which can be used to participate at exhibitions, etc.

Short description

Students bring earlier promising, but unfinished project ideas or concepts of their own, then get to work and elaborate on the most promising one. There is no limitation on scale, material, form or theme, however it is important to bear in mind that the expected end result is a 1:1 scale prototype or mock-up, therefore the level of complexity should be chosen accordingly.

To help the students' better orientation and to build a realistic picture of what awaits them after their studies, the students will participate in week-to-week knowledge support sessions about *getting on as a young designer*. We will be touching on topics such as the potential career paths of a designer, the relationship between designers and the industry and brands, the interests of companies, the responsibilities and opportunities of designers among others.

The success of a design also depends on how it's presented, therefore towards the end of the semester, we will review and refresh what students learned in the previous semester about creative writing, in the form of a short workshop with Lili Zentai. This will be followed by an object photography workshop as well, in order to enable students to communicate their work in a way that is both written and visual.

The consultations on the project will be held on Tuesday and Friday afternoons, while the knowledge support sessions will be held on the first half of the Tuesday occasions. It is possible that the programme for the respective days might be swapped due to organization reasons, but students will be informed about such changes in due course.

Besides the actual (design) assignment it is also part of the requirements to plan up, organize and execute the installation for your works that display them in the best possible light during the evaluation week (the so called „Kipakolás”). The quality and thoughtfulness of the presentation of your work will be part of the evaluation criteria. The final materials and the installations should be ready and standing no later than Monday (19th of May) morning 9 Am of the evaluation week.

Some pedestals and other materials might be available from the University for this purpose, which can be requested from the coordinator in an organized and timely manner.

The purpose of this task is to introduce students to the importance of the presentation, which later on, during a professional setting will be even more crucial: no matter how good a design might be otherwise, it's reception will only be as good as it's presentation.

Teachers

Name	Contact	Bio	Opening hours
András Kerékgyártó DLA	kerekgyarto.andras@mome.hu	Designer, Adjunct professor, Design MA programme lead	
Viktória Dawson-Vadasz	dawson-vadasz.viktoria.reka@teach.mome.hu	Designer, lecturer	
Lili Farkas-Zentai	lili.zentai@gmail.com	Design journalist, lecturer	

Semester
schedule

Course scheduling	Class appointments
Tuesday, Friday 13.40-16.30	B_108

#	Date	Educational content
1	Tuesday 02/09/2025	Joint assignment hand-out with the other MA classes. KICK OFF - Introduction, deadlines and requirements.
2	Friday 05/09/2015	Workshop rekindling session
3	Tuesday 09/09/2025	First session of <i>"Getting on as a young designer"</i> module. Students come with earlier promising concept designs, which are shared with the class and teachers through sketches and visuals. The project(s) for further design will be selected.
4	Friday 12/09/2015	Work autonomously on the selected project(s). Consultation on further developed details.
5	Tuesday 16/09/2025	<i>"Getting on as a young designer"</i> module. Work autonomously on the selected project. Consultation on further developed details.
6	Friday 19/09/2015	Work autonomously on the selected project. Consultation on further developed details.
7	Tuesday 23/09/2025	<i>"Getting on as a young designer"</i> module. Work autonomously on the selected project. Consultation on further developed details.
8	Friday 26/09/2015	Consoltation, work autonomously on the selected project. Consultation on further developed details.
9	Tuesday 30/09/2025	<i>"Getting on as a young designer"</i> module. Work autonomously on the selected project. Consultation on further developed details.
10	Friday 03/10/2015	Work autonomously on the selected project. Consultation on further developed details.
11	Tuesday 07/10/2025	<i>"Getting on as a young designer"</i> module. Work autonomously on the selected project. Consultation on further developed details.
12	Friday 10/10/2015	Work autonomously on the selected project. Consultation on further developed details.
13	Tuesday 14/10/2025	Courseweek
14	Friday 17/10/2015	Courseweek
15	Tuesday 21/10/2025	<i>"Getting on as a young designer"</i> module. Work autonomously on the selected project. Consultation on further developed details.
16	Friday 24/10/2015	Work autonomously on the selected project. Consultation on further developed details.
17	Tuesday 28/10/2025	<i>"Getting on as a young designer"</i> module. Work autonomously on the selected project. Consultation on further developed details.
18	Friday 31/10/2015	Work autonomously on the selected project. Consultation on further developed details.
19	Tuesday 04/11/2025	<i>"Getting on as a young designer"</i> module. Work autonomously on the selected project. Consultation on further developed details.
20	Friday 07/11/2015	Work autonomously on the selected project. Consultation on further developed details.
21	Tuesday 11/11/2025	<i>"Getting on as a young designer"</i> module.

22	Friday 14/11/2015	Consultation, work autonomously on the project. Consultation, work autonomously on the project. Realization, refining details, preparing for final exhibition.
23	Tuesday 18/11/2025	Lili Zentai's refresher creative writing workshop. Consultation, work autonomously on the project. Realization, refining details, preparing for final exhibition.
24	Friday 21/11/2015	Consultation, work autonomously on the project. Realization, refining details, preparing for final exhibition.
25	Tuesday 25/11/2025	Lili Zentai's refresher creative writing workshop. Consultation, work autonomously on the project. Realization, refining details, preparing for final exhibition.
26	Friday 28/11/2015	Final consultation. Work autonomously on the project. Realization, refining details, preparing for final exhibition.
27	01- 05/12/2025	Preparation week. Photo shooting with Milán Rácmolnár individually. Students assist each other in their work. Exact date depending on studio availability.
28	08- 12/12/2025	Show and tell week (Evaluations)

Requirements and evaluation	Assignments	Evaluation criteria	Deadline	% in evaluation
	Attendance	Signing of the attendance sheet		max. 3 absences
	1:1 Scale model		08. 12. 2025.	
	A2 size poster		08. 12. 2025.	
	Technical documentation	In the appropriate scale	08-12. 12. 2025	
	Presentation, 5 minutes		08-12. 12. 2025	
	Short press kit text	Written according to Lili Farkas-Zentai's instructions and presented in a printed form near the other submitted materials	08-12. 12. 2025	
	Design report	6000 characters detailing the research done and the design	08-12. 12. 2025	

Compulsory readings

Recommended readings

Vadas, József: A Művészi Ipartól az Ipari Művészetig. Corvina Kiadó, 1979

Noritsugu Oda: Danish Chairs. Chronicle Books, San Francisco, 1999

Klaus-Jürgen Sembach: Contemporary Furniture 1950 to the Present

Somlai Tibor: Távol és Közel – Belsőépítészet a háború után 1945 – 1970. Corvina Kiadó, 2010.

Vadas József: A Székkirály - Pályakép Király József belsőépítésze. Scolar Kiadó, 2013.

Tasnádi Attila: Vásárhelyi János, a bútortervező. Balassa kiadó, 2010.

Learnings

Knowledge	
Skills	
Attitude	

Responsibility	
----------------	--

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 replaced by other activities,
☐ A full exemption can be granted

Curriculum link

Subject	Related courses (parallels)	Merit rate in the subject
Title of the course to be covered	[This course]	
	Another course	
	Third course	

Course prerequisites	Prerequisites in case of elective	Is it available as an elective?
Strategic product design 2.		

TechPark

	Resources	
Requests	Personal (expert consultation)	Assistance and consultation opportunity from the workshop masters (Csaba, Botond, Péter, Gergő, etc.)
	Tools	
	Materials	
	Space	Modeling workshop Wood workshop Metal workshop Ceramics/glass workshop

Misc. information

Requirements:

- Class attendance, activity, signing the attendance sheet (max. 4 absences)
- 1:1 scale model / prototype made of materials and technologies close to reality
- 5-minute projected presentation
- Poster in A2 size
- Design report: 10,000 characters (with spaces), complete with images and explanations
- A complete Press kit (pictures and text) in the quality and form outlined in the module held by Lili Farkas-Zentai in digital form.
- Technical documentation: the technical drawing of the design in the relevant scale and detail, according to the rules of technical drawing

Evaluation criteria

Activity

25%

Attitude, motivation, diligence, reliability, stability, attendance

Thoughtfulness of the concept

15%

Freshness, originality and/or novelty, inventiveness and relevance of the ideas.

Design process

25 %

The structure, well-foundedness, justification and thoroughness of the process, the quantity, quality, and systematicity of the work performed and invested. The amount of lessons learned during the process (with special appreciation for leaving one's comfort zone and "going the extra mile"). The maturity shown in decision-making situations, determination, persistence and handling of stressful situations.

Quality of the submitted final materials

20%

The quality and standard of all submitted materials: documentation, models, mock-ups, technical drawings, and renders. All evaluated from an external perspective - this time without taking into account the process - what impression and overall picture they create.

Exhibition installation

10%

The sophistication and thoughtfulness of how the work is showcased, the energy invested in it. All circumstances and demonstration materials that the student applies to present his/her work in the best possible light.

Final presentation

5%

Clarity and quality of the presentation, the consistency of the slides and the verbal part