

Name	Strategic Product Design Project 1. - Philips/Versuni collaboration
Codes	M-FR-104-PHILIPS
Host	MA School
Location	Classroom/Studio or workshop/ External venue/ Online

Course info			Subject info			
Course Type	Contact hours	Home study hours	Comprehensive Subject	Subject type	Semester	Subject credit value
Practice	48	72	Strategic Product Design 1.	Compulsory	Fall 2026	10

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
Versuni is an expert in consumer product design and development, with over 130 years of experience. The students will have the opportunity to take part in a consumer product design project from market research to concept design. They will have access to state-of-the-art market research methodologies and industry insights. During the course the company will demonstrate their way of work and share basic information about the task at hand. Students will work in teams and will be required to conduct design research, re-brief the project, define personas, ideate, conceptualize and prototype their designs.

Teachers				
Name	Contact information	Teaching hours	Short BIO	Open hours
Péter Molnár	molnar.peter@mome.hu	48	MOME Péter Molnár	www.calendly.com/molnar-peter-mome
Ede Szabó		16	Ede Szabo LinkedIn	

Course scheduling	
Course format	Weekly class appointments
	weekly consultations (additional, optional, online consultation sessions and research appointments can be arranged in different time slots) Wednesdays 13:40-16:30
Details of each session's type and schedule, showing the teacher's role	

Week	Date	Weekly educational content	Studio/workshop
1	09.09.	Briefing, introduction to the topic, trend report presentation by Versuni, design research basics. Filling in competency assessment. Forming teams. Kicking off the research period.	B_108
2	09.16.	Persona building, creating and using insight cards, connecting personas with insights	B_108
3	09.23.	Closing the research period, interim presentation . Ideation period kick-off. Diverge.	B_108
4	09.30.	Converge ideas. First mock-ups.	
5	10.07.	Closing the ideation phase, interim presentation . Kicking off the concept design phase.	B_108
6		<i>course week</i>	
7	10.21.	<i>Visit to a plastics manufacturing company. (TBD)</i>	B_108
8	10.28.	Defining and collecting technological constraints and components (built-in technology)	B_108
9	11.04.	consultation, iterations, developing personal concepts	B_108
10	11.11.	consultation, iterations, developing personal concepts, finalizing concepts	B_108
11	11.18.	Closing concept design phase, interim presentation .	B_108
12	11.25.	High fidelity mock-up and communicating the project.	B_108
13		<i>prep week (working on mock-ups and final presentations)</i>	
14		<i>final critique session (kipak)</i>	
15			

Course completion requirements, prerequisites, and evaluation				
Students' duties				
Requirements, assignments	Form of evaluation	Evaluation criteria	Deadline	% in evaluation
adhering to all deadlines – submitting all necessary documents for the final presentation		the student uploaded their presentation and poster before the deadline of KIPAK	2026.12.05.	
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 <i>written documentation about the research process, the tools used, and the gathered insights.</i>		research documentation	2026.09.22.	10%
		ideation documentation	2026.10.06.	10%
		concept design documentation	2026.11.17.	10%
final concept – 3d visualization		good quality model that shows the main aspects of the proposed solution(s)	2026.12.05.	20%

high fidelity mock-up		prototype that shows the most important visual and tangible qualities of the proposed solution(s)	2026.12.05.	20%
final presentation		visual quality of the presentation, fits within given timeframe, concise and clear communication of the project, detailed presentation of the final work and the process	2026.12.05.	30%
General requirements				
e.g. eligibility criteria for the exam, free-form description				

Course materials and literature
Mandatory literature
Delft Design Guide Bryan Lawson & Kees Dorst: Design Expertise (2010) Nigel Cross: Designerly Ways of Knowing (1982) Market research...
Course notes and presentations
Recommended literature

Learning outcomes	
Knowledge	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). - Understands the role and potential of design in the context of the economy and society and the environment. 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.
Autonomy and 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
<u>No exemption may be granted from participation in or completion of the course.</u> Exemption may be granted from completing certain tasks or attending specific sessions. Certain tasks may be replaced by equivalent activities. Full exemption may be granted The student must discuss the details of a full or partial exemption with the instructor and the programme lead.

Curricular connections		
Subject	Parallel courses	Course proportion in subject
Strategic Product Design 1.	Past-Present-Future Participative Design	40%
Subject prerequisites	Special subject prerequisites	Is it available as an elective?
n/a	n/a	No

Guidelines and rules for the use of artificial intelligence in the course
The use of artificial intelligence at the university is subject to the Artificial Intelligence and Plagiarism Policy of the Moholy-Nagy University of Arts.

Materials needed for the course	Who provides the materials?
Standard, no special needs	Tech Park / Programme / Student / Other
	Tech Park / Programme / Student / Other

Workshop Usage	Who provides the materials?
2026.09.29. – Design prototyping lab	Tech Park / Programme / Student / Other
2026.10.27. – Design prototyping lab	Tech Park / Programme / Student / Other

Other information, comments
This course, and the activities carried out during it, fall under the scope of Section 6 (1) of the University's Intellectual Property Management Regulations, effective September 1, 2021. Accordingly, participating students will enter into an agreement with the University in line with Section 6 (3) of the Regulations, including the transfer of economic and usage rights of intellectual creations produced during the course to the University under the terms specified in the contract. Furthermore, the student is obligated to maintain full confidentiality regarding the entire course—especially concerning the subject of the course, the activities, the works, creations, and other results, as well as the circumstances of their creation—and may not disclose, publish, or make any information public, except as otherwise specified in a signed written agreement necessary for completing the course. Acceptance of these conditions is a prerequisite for enrolling in the course. By selecting the 'Course Registration' option, the student acknowledges awareness of these conditions and agrees to participate in the conclusion of the relevant agreement.