

Name

Designing for beauty and personal hygiene

 Classroom
 Studio or workshop
 External venue
 Online

Codes M-FR-204-DES-FOR-BEAUTY

Host Design Intézet

	Type	ECTS	Contact hours	Student work	Course type	Semester	Unit
Basic info	Gyakorlat		48				

Recommendation

Short Description

Teachers

Name	Contact information	Short bio
András Húnfalvi	hunfalvi.andras@mome.hu	Three-time Red Dot and two-time iF design award-winning designer and MOME alumnus. Co-founder and lead designer of Flying Objects since 2013. He is the award-winning designer of many Hungarian and European innovations. Since 2018, he has been a lecturer at MOME, leading the Mobility Design Specialisation.
Pais Panni	pais.panni@mome.hu	Graduated in product design, works as a Design Thinking and Service Design trainer and facilitator in addition to her academic duties, and passes on this knowledge in her teaching. At MOME's Doctoral School, she develops a complex package of teaching methodologies to support the process of graduation project development.

Semester schedule

Course scheduling	Weekly class appointments
Weekly	14.00-16.30

#	Date	Weekly educational content
1	02.19.	Kick off, general introduction, product design project case studies.
2	02.26.	Market and design history research phase - Bring in beauty products and have them analysed, each student should bring one high-end, the other low-end object.
3	03.04.	By this time, everyone has chosen a segment with a help of ours. Summary of market research materials, outlining possible topics within the segment.
4	03.11.	Technological solutions and stylistic/semantic exercises: determine which visuality is needed for which target group.
5	03.18.	Concluding the research, choosing from 3 topic ideas to take forward
6	03.25.	Concept freeze
7	04.08.	Concept development / review
8	04.15.	Concept development / review
9	04.22.	Concept development / review
10	04.29.	Physical Modeling/VR
11	05.06.	Modelling, VR validation + Presentation reviews
12	05.13.	Fine tuning presentations
13		
14		
15		

Requirements and evaluation

Assignments	Evaluation criteria	Deadline	% in evaluation
Research			15%
3 markedly different directions			15%
3 different formal concepts of the chosen direction			15%
Presentation			15%
Model, VR, or Animation			30%
Poster 70 x 100			10%

Compulsory readings

Recommended readings

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 substituted with other activities,
- A full exemption can be granted

Curriculum connections

Unit	Parallel courses	Course proportion in unit
Strategic product design project 2.	Future design studio	
	Qualitative design research	
	Designing for beauty and personal hygiene	
	Mastering fusion 360	

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

Misc.
information