

Name	Building up a Brand or Product Family in Cosmetics - Brave Co cooperation
Codes	M-KF-E-301-FS-252602-03, M-KF-301-FS-252602-03
Host	Future 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		KFI/RDI	Spring 2026	5

Recommendation
Cooperation with an Industry Partner on a real-life topic, with the main focus being how Brand, image and story intertwines with product development and how they affect each other back and forth. Therefore we especially recommend the course for Designer, Design Manager and Graphic Designer students.

Short description
<p>Students get to practice how to work together with a company, how to develop a brand and product in a complex, strategical way. How Brand, image and story intertwines with product development and how they affect each other back and forth. The cooperating Partner will be the Taiwanese Brave Co. company.</p> <p>Brave Co. is a Taiwanese umbrella company managing 4 cosmetics brands, developing and maintaining their own product portfolio and products for the North American market, as well as those of other brands.</p> <p>During the assignment an important topic will be to understand the Partner's profile, the market/segment they are active on and give meaningful, feasible answers to their challenges.</p> <p>The success of a design also depends on how it's presented, therefore towards the end of the semester, students attend a "Design Your Words: Mastering Product Narratives" creative writing workshop.</p>

Teachers				
Name	Contact information	Teaching hours	Short BIO	Open hours
Kerékgyártó András DLA	kerekgyarto.andras@mome.hu	48	Designer, Head of Design MA programme	
Farkas-Zentai Lili	lili.zentai@gmail.com	20	Design journalist, lecturer	
Hsin-Yu Huang	hsin@bravecoltd.com		Brand Director, Brave Co	
Csaba Szilágyi	csszilagyi@mome.hu	20	Designer, Modelling workshop Master	

Bíró Botond		10		
Márhoffer László		10		

Course scheduling			
Course format		Weekly class appointments	
E.g. group and individual consultations according to a pre-announced schedule		Friday 8:30-11:20	
Details of each session's type and schedule, showing the teacher's role			
Week	Date	Weekly educational content	Studio/workshop
1	2026. 02. 20.	Kick-off, Introduction of topic and Partner company	B_108
2	2026. 02. 27.	Research into the topic and company	B_108
3	2026. 03. 06.	Research into the topic and company	B_108
4	2026. 03. 13.	Ideation, consultation	B_108
5	2026. 03. 20.	Ideation, consultation	B_108
6	2026. 03. 27.	Ideation, consultation	B_108
7	2026. 04. 03.	National Holiday	B_108
8	2026. 04. 10.	Work autonomously on the project. Realization, refining details, review	B_108
9	2026. 04. 17.	Work autonomously on the project. Realization, refining details, review	B_108
10	2026. 04. 24.	Work autonomously on the project. Realization, refining details, review	B_108
11	2026. 05. 01.	National Holiday	B_108
12	2026. 05. 08.	Final consultation, finalization of designs	B_108
13		Preparation Week	
14		Kipak – Evaluation Week	
15			

Course completion requirements, prerequisites, and evaluation				
Students' duties				
Requirements, assignments	Form of evaluation	Evaluation criteria	Deadline	% in evaluation
Attendance (max. 3 absences)	See under "other information"	Signing of the attendance sheet		See under "other information"
Prototype			2026. 05. 18.	
Technical documentation		In appropriate scale	2026. 05. 18.	
Poster		A2 size, standing format.	2026. 05. 18.	
Presentation		Presentation held in the relevant topics, max. 5 mins.	2026. 05. 18.	
Press kit text		Written according to Lili Farkas-Zentai's instructions	2026. 05. 18.	
Booklet		A booklet summarizing and demonstrating the process and endresult of the project.	2026. 05. 18.	

General requirements
e.g. eligibility criteria for the exam, free-form description

Course materials and literature
Mandatory literature
Course notes and presentations
Recommended literature

Learning outcomes	
Knowledge	<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). 7. 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	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 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
<p>No exemption may be granted from participation in or completion of the course.</p> <p>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</p> <p>The student must discuss the details of a full or partial exemption with the instructor and the programme lead.</p>

Curricular connections		
Subject	Parallel courses	Course proportion in subject
Subject prerequisites	Special subject prerequisites	Is it available as an elective?
		Yes/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?
Material requirement 1	Tech Park / Programme / Student / Other
Material requirement 2	Tech Park / Programme / Student / Other

Other information, comments	
Evaluation criteria	
Activity Attitude, motivation, diligence, reliability, stability, attendance	25%
Thoughtfulness of the concept Freshness, originality and/or novelty, inventiveness and relevance of the ideas.	15%
Design process 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.	25 %
Quality of the submitted final materials 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.	20%
Exhibition installation 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.	10%
Final presentation Clarity and quality of the presentation, the consistency of the slides and the verbal part	5%

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.