

Week 8 -- Industrial Design

As a follow-up to last week we discussed: the goals of Industrial Design which are:

- Attracting customers
- Keeping customers
- Creating brand recognition
- Creating brand identity

We played a brand recognition game and they identified 24 of the top 25 global brands.

We discussed the five categories for good industrial design:

- Quality of user interfaces
- Emotional appeal
- Ease of maintenance and repair
- Appropriate use of resources
- Product differentiation

We discussed the pedestrian bridge and Kansas City Skyway tragedies and the ethical responsibilities of an engineer.

We concluded our time with the students building the longest span of bridge possible out of one piece of cardstock that would be supported by two 3/4in cubes. All the student bridges exceeded 25 inches and the winner was 55 inches. Yeah Desmond !!

