

Update your design knowledge

IDEMC

Design Master Classes for Professionals

Edition 2019

ON-SITE
& ONLINE



REGISTER NOW!

IDEMC 2019

Since 2013 all IDE Design Master Classes have been well attended, and our participants are extremely enthusiastic. In total, about 550 participants from more than 300 organisations have attended different Master Classes, often returning each year to join us for a new learning experience. This has given us more than enough reasons for hosting this seventh series, starting in February 2019.

IDE Design Master Classes

Whether your aim is to update existing knowledge, learn new concepts and/or renew your network, at the IDE Design Master Classes, you learn the latest from those actively working at the forefront of Design. Learn from the experts as well as from other professionals! You can choose to join us in either on-site or on-line classes.

Faculty of Industrial Design Engineering

The IDEMC programme is firmly embedded in one of the world's most forward-thinking design education programmes at TU Delft's faculty of Industrial Design Engineering. The Master Classes are given by leaders in their field, all of them top lecturers from the faculty of Industrial Design Engineering, working in a range of disciplines of the continuously developing design field.

On-site AND On-line

Responding to your requests, we have introduced 5 On-line Master Classes so that you can join us wherever you work in the Netherlands or the world. Learn from the best; no need to travel!

On-site Master Classes

IDE Master Classes are a series of intensive two-day, state-of-the-art on-site Master Classes developed specifically for professionals. In groups of 10 to 16 participants, you gain insights into recent developments in the discipline, learning about the latest methods. This has proved an extremely effective way to refine your skills, focus your ambition, and/or simply broaden your mind and be inspired!

On-line Master Classes

Welcome to the TU Delft Online Learning Community! Join us and tap into the expertise of our world-class academic staff. Our on-line Master Classes offer you active and social learning, working together with professionals from all over the world. The on-line Master Classes run for a period of 4-7 weeks and you will join us and your fellow participants for about 3-4 hours each week. As with the on-site classes, they are extremely participative. You will use innovative software to work together and create your on-line assignments.

Two-day on-site at TU Delft

€ 950

€ 850 members of BNO, Design Management Network, KIVI IO & Human Factors NL

€ 750 for IDE alumni
Courses are VAT-free.

Lunch, drinks, material and a book on the topic are included.

On-line wherever you are

€ 375 (VAT-free)

Reduction:

€ 100 for each additional Master Class per organisation.

Language:

English

Registration

Visit our website for the latest updates and to register:
ide.tudelft.nl/masterclasses

Contextmapping

Involving people in design processes as experts of their experience

> Pieter Jan Stappers, Professor Design Techniques, IDE, TU Delft

Contextmapping is just what it says it is: making a map of the context (of use). Introduced in 2003, the term refers to an approach to exploratory and participatory design research which makes use of the expertise of the user and the skills of the designer.

Contextmapping offers a procedure for conducting contextual research with users, where tacit knowledge is gained about the context of product use. It was developed specifically to inform and inspire design teams, so that users and other stakeholders can actively participate in the design process to ensure a good fit between the design and the use of a product or service, the needs of the user and the core competences of the provider. Participants learn the theory of contextmapping in a series of lectures and practical exercises.

During this Master Class, you will:

- understand the techniques of involving users and other stakeholders in design, the role of contextual research in innovation;
- see when contextmapping techniques are useful for gathering insights, and communicating these insights within teams;
- develop a feeling for the psychological processes of reflection and expression of user experience;
- learn how to implement the technique in your own company.



Pieter Jan Stappers is full Professor of Design Techniques at IDE, TU Delft. He is one of the driving forces behind the concept of Contextmapping, with 25 years' experience of developing tools and techniques for the early design phase.

Digital Manufacturing

Making sense of disruptive technologies for design

> Zjenja Doubrovski, Assistant Professor Advanced Manufacturing, IDE, TU Delft

> Jouke Verlinden, Associate Professor Augmented Fabrication, UAntwerp & IDE, TUD

Digital manufacturing, such as 3D printing, is a collection of disruptive technologies that is changing our daily lives. This trend requires new skills, based on a deep understanding of the interaction of the digital and the physical in design.

In this Master Class, professional designers and engineers explore enabling technologies (soft and hardware), and learn to recognize best practices in academia and industry. Example cases are presented and IDE alumni give practical advice. Finally, participants apply the gained knowledge in a design challenge.

During this Master Class, you will:

- learn the workflow of digital manufacturing: from scanning & modelling to visualisation & 3D printing;
- study high-tech solutions that 3D printing enables;
- investigate business and innovation opportunities of Digital Manufacturing and the emergence of the maker movement;
- understand the digital design tools with their capabilities and pitfalls;
- explore parameterised and multi-material models.



Zjenja Doubrovski is Assistant Professor Advanced Manufacturing at the department Design Engineering, IDE, TU Delft. He has a background in design for additive manufacturing, and is an expert in multi-material manufacturing.

Jouke Verlinden is Associate Professor Augmented Fabrication at the Faculty of Design Sciences at University of Antwerp and at IDE, TU Delft. He is a pioneering researcher in human-centred digital fabrication.

Brand Driven Design

How to design on brand concepts for products and services

> Jeroen van Erp, Professor Concept Design, IDE, TU Delft

Due to the digital revolution, products and innovations tend to commoditise rapidly. More than ever, a strong brand experience plays a vital role in convincing consumers to become loyal to your brand. This Master Class is about how to develop brand driven concepts for products and services.

Innovations should be in-line with the brand, or preferably, strengthen the brand. Ideally, they are tuned with all the other touchpoints the consumer experiences, in order to create a durable bond between the consumer and the brand.

At the heart of every innovation is a concept that connects the concerns of all stakeholders. The physical product, accompanying services, and the retail experience are nowadays inextricably intertwined. An integrated approach is important in order to stay relevant.

During this Master Class you will:

- get a crash course branding and learn more about the future of brands;
- understand what a brand driven product concept is;
- learn what it takes to translate a brand into an enchanting concept;
- learn to apply a framework for a brand driven approach;
- learn how to be able to judge if your ideas fit and are good enough.



Jeroen van Erp is full Professor of Concept Design at IDE, TU Delft. He is one of the founders of multidisciplinary design agency Fabrique [1992], that has grown through the years into an agency with studios in Amsterdam and Rotterdam.

ViP | Vision in Design

Envisioning and designing the effect your product will have on people

> Paul Hekkert, Professor Form Theory, IDE, TU Delft

> Matthijs van Dijk, Professor Mobility Design, IDE, TU Delft

Design solutions are 'just' a means to an end. Designers should, first and foremost, design the *raison d'être* of their final intervention. For this, they need to build a personal vision based on their view of a future world.

This Master Class trains professional designers and other innovation professionals in the design method 'Vision in Design' (ViP). ViP is a method that forces you to design the idea underlying your design in great detail, before coming to a manifestation: What exactly is it that you want people to understand, experience or do?

In a series of short lectures and exercises, participants learn about the main features and design principles of the ViP process. In this way, participants experience the power of building a personal and fine-grained vision on their design work.

During this Master Class you will learn:

- understand the creative potential of the design method ViP;
- know how to build a perspective on a future world;
- be able to execute the ViP method in any given situation;
- look at design and innovation differently;
- be able to execute the ViP method in any given situation;
- look at design and innovation differently.



Paul Hekkert is full Professor of Form Theory and head of the design aesthetics group at IDE, TU Delft. He conducts research and regularly publishes on the aesthetic, experiential and behavioural effects of products. He is a much-requested lecturer and guest speaker.

Matthijs van Dijk is full professor of Mobility Design at IDE, TU Delft. He is founder of the Amsterdam based design consultancy KVD.

Design Leadership and Innovation

Improving innovation performance through strategic design practices

> Giulia Calabretta, Associate Professor Strategic Value of Design, IDE, TU Delft

Innovation is key for companies to prosper, but innovation is challenging. Companies need to cope with rapid technological evolution, complex innovation dynamics, and empowered customers. Research has shown that strategic design practices can play a leading role in overcoming these challenges, steering innovation towards successful outcomes.

This IDE Master Class is aimed at professionals who would like to take a more strategic role in the innovative efforts of companies, and who want to go beyond executing new product/service design briefs. By using a three-step approach for leading and managing strategic innovation projects, this course will teach professionals how to upgrade their existing design practices for strategic purposes, and transform them into powerful innovation drivers. Participants will learn how to use these practices to impact strategic decision-making, win stakeholders' support, and identify relevant Key Performance Indicators (KPI).

During this Master Class you will learn:

- a design driven approach for leading strategic design projects;
- key strategic design practices and some related tools;
- a way of thinking that combines design principles and business impact.



Giulia Calabretta is Associate Professor of Strategic Value of Design at IDE, TU Delft. She is researching design leadership and how design capabilities and methods can be effectively integrated in the strategy and processes of companies.

Design for Healthcare

Designing products and services for healthcare

> Richard Goossens, Professor Physical Ergonomics, IDE, TU Delft

> Armağan Albayrak, Assistant Professor Design for Healthcare, IDE, TU Delft

More and more Healthcare organisations are discovering the added value of design to address the many challenges they face. When designing for this complex domain, designers need to master the use of dedicated tools and techniques in order to fully grasp the needs and requirements of the stakeholders: patients, medical professionals, policy makers, and insurance companies.

In this Master Class on Design for Healthcare, you get acquainted with the latest developments in healthcare design. You learn about different design research methods and how you can apply these in your medical design process. Recent research projects and industry partnerships are presented.

IDE's healthcare research programme is closely connected to the Medisign IDE Master specialisation.

During this Master Class, you will:

- gain insights in the healthcare design context to improve your healthcare design projects;
- broaden your toolset for exploring and collecting the needs and experiences of patients and medical professionals;
- practice using tools and techniques for mapping and analysing multi-stakeholder systems and processes in healthcare.



Richard Goossens is full Professor of Physical Ergonomics at IDE, TU Delft. He is coordinator of the Healthcare research programme at IDE and member of the board of the Delft Health Initiative.

Armağan Albayrak is Assistant Professor in Design for Healthcare at IDE, TU Delft. She is coordinator of the Medisign master specialisation at IDE.

Vehicle Seat Comfort and Design

Technological seat design for a positive experience

> Peter Vink, Professor Environmental Ergonomics, IDE, TU Delft

Almost everyone on the planet uses a vehicle seat (in a car, train, bus, airplane). The latest knowledge on the ideal comfortable seat design is often hard to get. This course shares the latest knowledge illustrated by examples.

In this Master Class innovation specialists will be brought up to date on: (1) the latest knowledge on seat comfort experience, (2) basic seat comfort requirements, (3) translating knowledge on comfort into seat features, (4) measuring comfort and discomfort, (5) stimulating movement in seats, and (6) seats for autonomous driving.

You will learn and experience how comfort and light weight can be achieved by changing the physical environment and products. The theory is supported by applied case examples. You can create your own programme from a number of workshops.

During the Master Class, you will:

- understand the principles of experiencing comfort and discomfort;
- understand the effects of seat characteristics on humans;
- learn how to apply the principles and knowledge in future seat design for vehicles.



Peter Vink is full Professor of Environmental Ergonomics at IDE, TU Delft. He has written more than 200 articles and books in the field of comfort, performance and design of products, environments and systems. He has guided many design projects at, among others, Boeing, BMW and KPN.

Thing-Centered Design

A New Approach to Designing with the Internet of Things

> Elisa Giaccardi, Professor Interactive Media Design, IDE, TU Delft

> Iohanna Nicenboim, Designer and Researcher, iohanna.com

As objects around us begin to collect and exchange data, it is possible they may begin to suggest ecosystems and enable designs we could never think of. Thing-Centered Design (TCD) is a new way of researching and designing in partnership with objects, data and algorithms that looks into the creative possibilities of post-industrial design. TCD offers a toolbox of concepts and unconventional design methods that complement human-centered design skills and expand designers' ability to frame and solve problems.

Contemporary things (from connected products to intelligent personal assistants to smart contracts) can "sense" and "think" in ways that previous industrially produced objects could not. A fresh perspective is needed to fully understand how things will take part in design and use next to us. This fresh perspective is Thing-Centered Design.

During this Master Class, you will:

- understand what is a thing in the post-industrial era;
- apply thing-centered design in ways that complement human-centered design;
- select and devise thing-centered tools and techniques for enlisting things as co-ethnographers and co-designers, to expand human imagination and capabilities;
- select and devise thing-centered tools and techniques in design practice.



Elisa Giaccardi is full Professor of Interactive Media Design at IDE, TU Delft, where she established the Connected Everyday Lab, a research team exploring the future of design in the emerging landscape of data technologies and artificial intelligence. She is a frequent keynote and TEDx speaker.

New Product Marketing

Building balanced portfolios and marketing products successfully

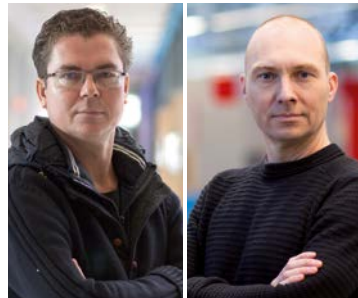
- > Erik Jan Hultink, Professor New Product Marketing, IDE, TU Delft
- > Roland van der Vorst, Professor Strategic Design for Brand Development, IDE, TUD

New product development is an important but risky business activity. Recent research has shown that the majority of all new products launched fail in the marketplace. While a superb marketing strategy may not 'save' a bad product, a poor launch strategy will surely kill a great product.

This Master Class addresses the success and failure factors in new product development (NPD) with a special focus on the role of marketing. The interactive blend of theory and practice introduces participants to NPD topics including product innovation, new product failure scenarios, best practices for launching new products, and provides hands-on experience on how to build a product and brand portfolio that is balanced and strategically aligned. The Master Class draws on case studies from recent innovative product introductions.

During this Master Class, you will:

- understand why some new products succeed while others fail;
- benchmark your own NPD process with best practices from other firms;
- critically reflect on marketing aspects like brand extensions, co-branding, pre-announcements, how to deal with new product rumours and many other;
- understand how to use social media to market new products successfully.



Erik Jan Hultink is full Professor of New Marketing at IDE, TU Delft. As one of the World's Top Innovation Management Scholars, he is internationally respected for his work on launch and branding strategies for new products.

Roland van der Vorst is full Professor of Strategic Design for Brand Development at IDE, TU Delft. He is Managing Director of Freedomlab in Amsterdam.

Service Design

Creating new services based on user and provider insights

- > Dirk Snelders, Professor Organising Product and Service Design, IDE, TU Delft

Services are increasingly part of design solutions, both in industry and in society. At the same time, design is becoming more multidisciplinary and the design approach is being applied to a wide range of problems.

The Master Class Service Design in 2019 focuses on a number of topics that make service design different from other types of designing (such as product design, interaction design, etc.). First, we look at tools that help us pay attention to the user experience of services over time, and in relation with service providers. Second, we consider how service design addresses a need among clients to enhance their capability to co-create services with a broad range of stakeholders.

During this Master Class, you will:

- gain insights into current developments in the design field and understand what Service Design comprises;
- learn research and prototyping techniques (like journey mapping and acting out) to design new service propositions while focusing on the experiences of users and providers;
- explore new service ideas by creating stakeholder maps and early business models.



Dirk Snelders is full Professor of Organising Product and Service Design and associate editor of the journal *Design Studies*. His research and education is about the dynamic relation between design and business, in particular with a focus on service design.



'The enthusiasm, expertise and examples of the lecturer and the collaboration with my team mates during the workshop were very valuable'
Participant IDEMC Brand Driven Design

'It were two fun and intensive days. Learning at such a high speed made me glow for another two days. Thank you for this experience and the chance to learn!'
Participant IDEMC Contextmapping



'It was great to challenge ourselves to go out of our comfort zone in order to create and to think of something new that matches the design method we were taught.'
Participant IDEMC VIP/ Vision in Design

'It gave me a different insight into the design process to identify key criteria. I think that opening the borders was, for me, the most valuable aspect.'
Participant IDEMC New Product Marketing

IDEMConline

May

Digital Manufacturing for Industrial Design

> Zjenja Doubrovski, Assistant Professor Advanced Manufacturing, IDE, TU Delft
> Jouke Verlinden, Associate Professor Augmented Fabrication, UAntwerp & IDE, TUD

Learn about the design process and latest techniques of digital manufacturing. Put it into practice through hands-on assignments using software.

Design professionals, supervisors and managers are required to understand, use, and extract value from digital manufacturing.

There are three major steps in the digital manufacturing workflow that we cover in depth. These include: scanning, modelling, and fabrication. We also consider how each step could be applied within your business, and the value that each can offer.



Zjenja Doubrovski is Assistant Professor Advanced Manufacturing at the department Design Engineering, IDE, TU Delft. He has a background in design for additive manufacturing, and is an expert in multi-material manufacturing.

Jouke Verlinden is Associate Professor Augmented Fabrication at the Faculty of Design Sciences at University of Antwerp and at IDE, TU Delft. He is a pioneering researcher in human-centred digital fabrication.

During this Master Class you will learn to:

- understand the workflow of digital manufacturing: from scanning to modelling to fabrication;
- judge the value of business and innovation opportunities and identify emerging concepts;
- understand high-tech solutions, only doable by additive manufacturing;
- design for 3D printing, such as parameterized and multimaterial models;
- use and combine a variety of software, including: Cura, Preform, Recap360, Meshmixer, Rhino, Grasshopper.

ViP | Vision in Product Design

- > Paul Hekkert, Professor Form Theory, IDE, TU Delft
- > Matthijs van Dijk, Professor Mobility Design, IDE, TU Delft

How do designers incorporate their personal vision for the future into their designs? Join this course to move beyond human-centered design and learn a unique design approach where your own vision plays a central role.

'Vision in Product Design' (ViP) is a method developed at TU Delft that forces you to examine the ideas underlying your design in great detail, before coming to a manifestation: What exactly is it that you want people to understand, experience or do?

The rationale behind this method is designing for the future. Instead of trying to formulate a product idea that matches the goal, the ViP method asks the designer to come up with a vision of the relationship between the user and the product, and then use that vision as the basis for your design.

During this Master Class you will learn to:

- construct a future design context for products;
- establish a worldview for a future context;
- create a statement that reflects your personal vision (describing the goal of your creation);
- establish human-product interactions for what you would like to create;
- conceptualize your design ideas.



Paul Hekkert is full Professor of Form Theory and head of the design aesthetics group at IDE, TU Delft. He conducts research and regularly publishes on the aesthetic, experiential and behavioural effects of products. He is a much-requested lecturer and guest speaker.

Matthijs van Dijk is full professor of Mobility Design at IDE, TU Delft. He is founder of the Amsterdam based design consultancy KVD.

New Product Marketing

- > Erik Jan Hultink, Professor New Product Marketing, IDE, TU Delft
- > Roland van der Vorst, Professor Strategic Design for Brand Development, IDE, TUD

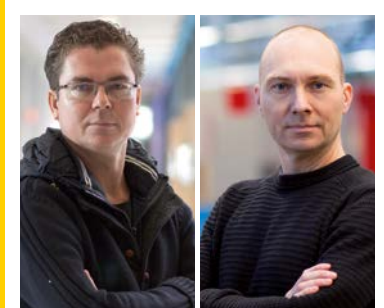
The world is full of innovation. The biggest challenge is differentiation - how to stand out from the competition. Daily, new products and services are thrust through the digital channels by those in search of a willing audience.

In the ocean of competing supply, it's easier to drown than to float to the surface. While warehouses and supermarket shelves overflow, inboxes and servers fill up and everyone has more and more choice, the question arises: What does it take for a product or service to make its mark?

This course is for all those involved in innovation who want to turn their product or service into a commercial success. This course will provide a step-change in your career as innovator by teaching you how to create a market for your ideas.

During this Master Class you will learn to:

- identify and utilize the key success factors for an excellent product introduction;
- build a brand strategy to ensure a product or service is one people want to buy;
- write a development and launch plan for your product or service.



Erik Jan Hultink is full Professor of New Marketing at IDE, TU Delft. As one of the World's Top Innovation Management Scholars, he is internationally respected for his work on launch and branding strategies for new products.

Roland van der Vorst is full Professor of Strategic Design for Brand Development at IDE, TU Delft. He is Managing Director of Freedomlab in Amsterdam.

Design Leadership and Innovation

> Giulia Calabretta, Associate Professor Strategic Value of Design, IDE, TU Delft
> Jürgen Tanghe, Lecturer/Researcher Product Innovation and Management, IDE, TUD

There is no doubt that innovation is key to progress. Companies worldwide invest millions per year on the development of new products and services that will ensure their economic sustainability. However, innovation is a challenging endeavor that requires strategic thinking, customer focus, the right organizational climate, and an effective management approach.

Designers, with their specific skills, can take a major part in driving innovation. This is already successfully happening in companies like SAP, Pepsi-Co and Philips, where they play a leading role in steering innovation.

By using a three-step approach for leading and managing strategic innovation projects, this course will teach you how to harness your existing design practices – such as envisioning, orchestrating, inspiring, etc. and transform them into powerful innovation drivers. You will learn how to use these practices to impact strategic decision-making, win stakeholders' support, and identify relevant KPIs.

During this Master Class you will learn:

- a 3-step process for leading strategic design projects;
- 8 strategic design practices and related tools;
- a KPI-driven way of looking at companies;
- a way of thinking that combines design principles and business sense.



Giulia Calabretta is Associate Professor of Strategic Value of Design at IDE, TU Delft. She is researching design leadership and the integration of design methods in strategies and processes.

Jürgen Tanghe is a lecturer and researcher at IDE, TU Delft. His areas of expertise are; design and transformation, business strategy and service design.

Culture Sensitive Design

> Annemiek van Boeijen, Assistant Professor Design, Culture and Society, IDE, TUD

Cultural sensitivity and understanding can stimulate the potential for innovation in new product and service design. The way we look at and compare cultural differences and practices can be a source of inspiration.

This course will take participants beyond the obvious into the unexplored. It will expand their view and move their research from the realm of the traditional user-product environment into the cultural context.

The course is geared towards professionals who want to gain insight into why culture is relevant for innovation. It will give the opportunity to learn and benefit from masters students' work; their reflections on design, their application of the theory provided and their use of a range of methods.

During this Master Class you will learn to:

- avoid mismatches between designs and intended users;
- develop your cultural sensitivity and understanding to stimulate your potential for innovation;
- find a new source of inspiration and opportunities for new product and service design.



Annemiek van Boeijen is Assistant Professor of Design, Culture and Society at IDE, TU Delft. Her research focuses on the role of culture in design processes. Her aim is to develop and design methods & tools that support designers with a culture-sensitive approach to design.

IDEMC 2019

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February 13-14

IDEMC: Contextmapping

March 13-14

IDEMC: Digital Manufacturing

April 10-11

IDEMC: Brand Driven Design

May 15-16

IDEMC: ViP | Vision in Design

May 22-23

**IDEMC: Design Leadership
and Innovation**

June 12-13

IDEMC: Design for Healthcare

September 25-26

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and Design**

October 9-10

IDEMC: Thing-Centered Design

November 20-21

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December 11-12

IDEMC: Service Design

May

**Digital
Manufacturing
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September

**ViP / Vision
in Product
Design**

October

**New Product
Marketing**

November

**Design
Leadership
and Innovation**

November

**Culture
Sensitive
Design**

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