

Pratt Communications Design

Business & Design

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The most important thing about the course to know, its website:

<http://noisebetweenstations.com/bd>

Each week I will post the homework (if there is any) on the website.

Required Textbook

[What the CEO Wants You to Know](#), by Ram Charan

It's at the Pratt Bookstore, Amazon, etc. and it's under \$20.

Learning objectives

This class helps you understand the fundamentals of business to improve your effectiveness as a designer. You will learn: 1) how companies work; 2) how to see design challenges from your clients' perspective, and discuss your work in business language, 3) how decisions are made and how to influence those decisions to sell your work; and 4) how to combine your creative skills with analytical skills to create more robust designs.

What we'll do

We'll focus on product development, an area that requires both design and business skills. Within the topic of product development, we'll pay particular attention to research, idea generation, and concept modeling, all while learning fundamental business ideas.

Attendance

If you're kidnapped or something similar prevents you from coming to class, get the notes from another student and refer to the website for the assignment. Each missed class will lower your grade, and missing class more than three times equals failing the course.

Grading

70% Tests and Assignments

20% Final Project

10% Attendance

Outline

This is a guide only. We'll have guest speaker(s) and spend more or less time on topics as required, refer to the website for the actual week-to-week activities.

Week 1

- Class housekeeping
- Course overview
- Overview of product development and conceptual design
- Conceptual design assignment

Week 2

- Watch a conceptual design project in action
- Dissect the conceptual design process
- Learn about secondary research and see examples of research
- Secondary research assignment

Week 3

- Review the conceptual design process
- Review our secondary research
- Learn about primary research and see examples of research
- Primary research assignment

Week 4

- Review the conceptual design process
- Review our primary research
- Learn about creativity techniques
- Try some creativity techniques in class
- Idea generation assignment

Week 5

- Narrow our design ideas
- Model our design ideas

Weeks 6, 7, and 8

- Read and learn about business fundamentals
- Apply our creativity techniques to business situations
- Narrow our business ideas

Week 9

- Compare our design ideas to our business ideas
- Synthesize design and business ideas to arrive at new concepts
- Model these concepts

Week 10

- Refine our models

Week 11

- Read and learn about testing techniques
- Test our concepts

Week 12

- Review our test results
- Refine our concepts

Week 13

- Learn about marketing and advertising for new products
- Learn about cognitive framing
- Frame our concepts

Week 14

- Expand our frames into advertisements

Week 15

- Review our final advertisements