
University of the Arts London Central Saint Martins
Product Design Workshop

: 2007.9.15()~9.24()

Day 1. 15 September (Sat)

11:30
16:55



KIDP: Design Value Programme

CSM European Design Workshop

Workshop Programme 17-21 September 2007

Lecture : Simon Bolton, Dick Powell, Rob Thompson

Day 3. 17 September (Mon)

- + Seminar: What is European Design?
- + Seminar: European Design Trends.

What is European Design?
Simon Bolton

European Design European Design Trends
Image Keyword 5가

1. Fashion
2. Food
3. Advert sign
4. Interior + display
5. Age group

가

Creative Tools for Inclusive Design



Day 4. 18 September (Tue)

+ Seminar:
How to Translate Visual Research into Design Ideas.

Followed by group brainstorming session and analysis of discussion

Age group 57+, Fashion Food, Advert sign, Interior + display, st.

Outdoor Lifestyle

가



Day 5. 19 September (Wed)

+ Workshop: Concept generation

Positioning 5가 Fake Victoria 가 Target

Simon Bolton Idea sketch Concept Keyword가

Sketch





Day 6. 20 September (Thu)

+ Workshop: Concept realization

Fake Victoria Positioning Target
 Keyword Blond hair, Glamorous,
 Shopaholic



Day 8. 22 September (Sat)

+ 100% Design
+ Royal College of Art

100%

RCA

RCA



Day 9. 23 September (Sun)

+ Tour

