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



Day 2. 16 September (Sun)

+ TATE Modern Gallery

- + Design Museum
- + Designers Block

Designers Block

press.. Designer Director

가

가 Designers Block



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 Image Keyword European Design Trends 571

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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

, Fashion Food, Advert sign, Interior + display, Age group 5가

st.

Outdoor Lifestyle

가



Day 5. 19 September (Wed)

+ Workshop: Concept generation

5가 Positioning Fake Victoria 가 Target

Simon Bolton Idea sketch

Sketch

Concept Keyword가



Day 6. 20 September (Thu)

+ Workshop: Concept realization

Fake Victoria Positioning Target Keyword Blond hair, Glamorous, Shopaholic





Day 7. 21 September (Fri)

+ Workshop: Team presentations followed by critique

Simon Bolton, Dick Powell, Rob Thompson 가 Presentation .

Fake Victoria	Target	Blond hair, Glamorous,	, Shopaholic	Keyword
Fake	Victoria가		가	
(,	Plume)
	(Camera body		

Feedback closing remarks Dic

Dick Powell

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Day 8. 22 September (Sat)

+ 100% Design

+ Royal College of Art

100%

RCA

RCA



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Day 9. 23 September (Sun)

+ Tour



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