



THE ART OF MAKING

EXCHANGE PROGRAMME

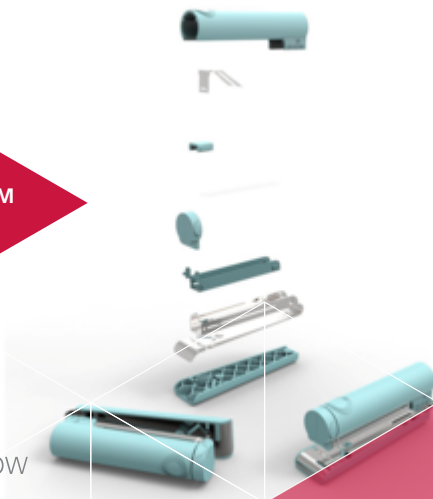
INFORMATION FOR INTERNATIONAL STUDENTS

ARE YOU INTERESTED IN PRODUCT DEVELOPMENT? THE MINOR 'THE ART OF MAKING' WILL GIVE YOU A COMPREHENSIVE VIEW ON PRODUCT MANUFACTURING, FROM SKETCHED CONCEPTS TO PRODUCTION READY DESIGNS. IN THIS MINOR THE MAIN FIELDS OF PRODUCT DEVELOPMENT WILL BE COVERED AND THE MINOR WILL ALSO FOCUS ON DESIGN FOR MANUFACTURING, DESIGN FOR ASSEMBLY AND COSTS AND MATERIALS.

In this minor we are redesigning products with close attention to improvement. During your design process, you will focus on: functionality, size, target group and cost price. By creating a range of different designs for iconic consumer products like a stapler or a corkscrew, you constantly make independent design choices. You will consider efficient and affordable production techniques and choose your materials based on knowledge and research.

You will work in teams to design sets of configurations of existing products focussing on one design parameter at a time. In addition you will work out one of these concepts individually and shape it into a product that fits the style and design features of a brand.

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EDUCATIONAL FORMAT

During the minor we use a mixture of peer feedback, lecturers and excursions. Furthermore there are weekly debates and presentations about the assignments. The minor team strongly believes in learning by conversation and peer feedback.

LEARNING OUTCOMES

After completing this programme you will have designed a set of products that enable you to show future employers that you really master all aspects of product design and the materialisation of products.

You will also be able to:

- ▶ deal with feedback from team members and future employers.
- ▶ work in a team.
- ▶ explain and validate the consequences of design choices regarding the product, production, price, promotion, packaging and place.

DELIVERABLES

- ▶ Team work presentations
- ▶ An individual paper
- ▶ An individual presentation

PROGRAMME OUTLINE

- ▶ Credits: 30 ECTS
- ▶ Term: spring semester (February-July 2019).

Amsterdam University of Applied Sciences
Faculty of Technology
Weesperzijde 190
1097 DZ Amsterdam

ADMISSION REQUIREMENTS

- ▶ You must be an undergraduate student in your third or fourth academic year.
- ▶ You must have basic material and production knowledge at undergraduate level.
- ▶ Preferred skills: hand sketching (you are able to express your ideas graphically) and basic knowledge of Solid Works or similar 3D CAD design software.
- ▶ Proficiency in English (equivalent to IELTS 6.0, TOEFL IB 80 and European level B1).

HOW TO APPLY?

If you would like to enrol in this exchange programme, please visit the AUAS website and complete the application form before the enrolment deadline (15 October).

PRACTICAL MATTERS

- ▶ Visit our website: amsterdamuas.com/technology-courses.
- ▶ Programme coordinator: Mr. Frank Turkenburg, f.m.turkenburg@hva.nl.
- ▶ internationalofficeft@hva.nl: (visa, housing and other practical matters).

