

PRODUCT DESIGN

Welcome to the World of Possibilities!

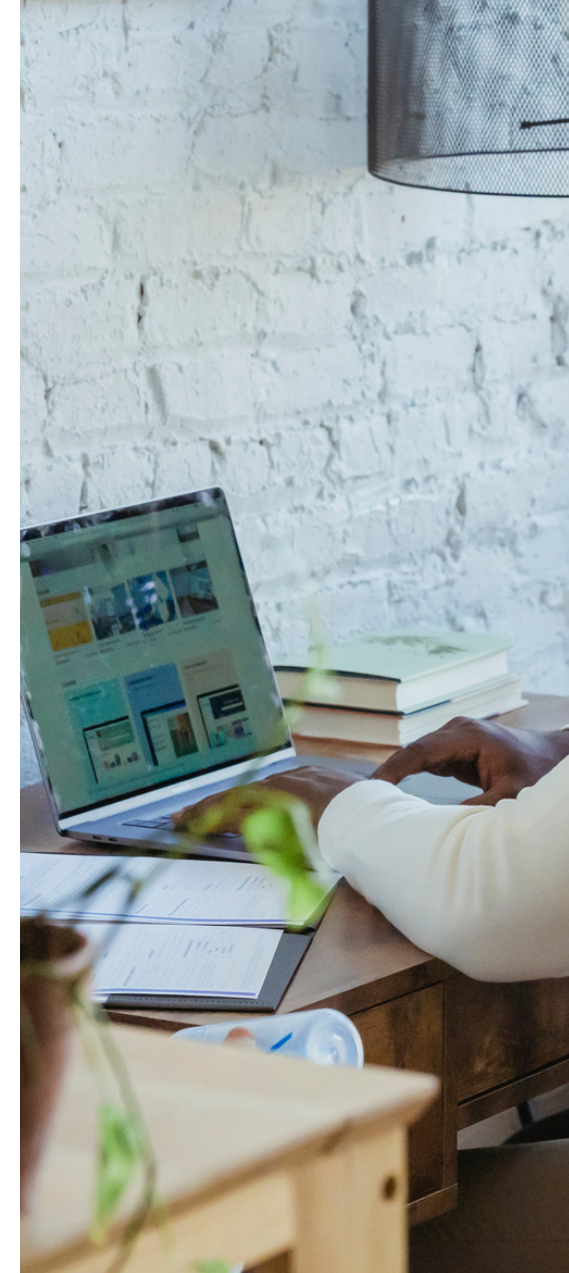
Are you ready to turn your passion for design into a fulfilling career? Our Product Design Course offers a comprehensive and hands-on approach to unleash your creative potential. Whether you're a beginner or a seasoned enthusiast, join us in exploring the exciting realms of product design.



Discover
*What Our School
Has to Offer!*

Course Highlights and Objectives:

- Design Thinking: Cultivate a problem-solving mindset and learn to approach design challenges with empathy and innovation.
- Prototyping and 3D Modeling: Transform your ideas into tangible prototypes using state-of-the-art 3D modeling techniques.
- Material Exploration: Discover the diverse world of materials and their impact on design aesthetics, functionality, and sustainability.
- Collaborative Projects: Engage in team-based projects to simulate real-world design scenarios and enhance your collaboration skills.



Why Choose Our Course:

- **Expert Faculty:** Learn from seasoned professionals and industry experts with a wealth of experience in product design.
- **Hands-On Experience:** Dive into real-world projects and gain practical skills through our interactive workshops and studio sessions.
- **Cutting-Edge Tools:** Master the latest design software and tools used in the industry, equipping you for success in a rapidly evolving field.
- **Portfolio Development:** Build a standout portfolio that showcases your unique design style and sets you apart in the competitive job market.

Who Should Attend:

- Aspiring Designers
- Creatives Seeking Career Transition
- Students Interested in a Dynamic Design Field



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DURATION

2 -3 Months

Prerequisite

Laptop:

4GB RAM at least with Core 2 Duo/Core i3 and above is good for the program

LEARNING MODEL



TUTOR-LED
PHYSICAL CLASSES



COLLABORATIVE & INTERACTIVE
LEARNING



INDIVIDUAL & GROUP
BASED PROJECTS



VIRTUAL CLASS



About Syllabus

This course is designed to provide a comprehensive introduction to the principles and practices of product design. Students will learn the entire product design process, from conceptualization to prototyping, with a focus on user-centered design and market viability. Through a combination of lectures, hands-on projects, and case studies, participants will develop a strong foundation in design thinking and gain practical skills to bring innovative and user-friendly products to life.

Course Duration

- 2 - 3 months



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SYLLABUS

Week 1-2: Introduction to Product Design

- Understanding the role of product design in various industries
- Overview of historical and contemporary product design examples
- Introduction to design thinking and its application in product design
- Importance of empathy and user research in the design process
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Week 5-6: Sketching and Conceptualization

- Basics of sketching and visual communication
- Creating mood boards and design inspiration
- Translating ideas into 2D and 3D sketches
- Critiquing and iterating on design concepts

Week 3-4: Research and Ideation

- Conducting user research: interviews, surveys, and observations
- Analyzing user needs and creating personas
- Brainstorming techniques for ideation
- Developing and refining design concepts

Week 7-8: Design Tools and Software

- Introduction to design software (e.g., Adobe Creative Suite, Sketch, Figma)
- Hands-on exercises with design tools
- Digital prototyping and wireframing
- Integrating design tools into the design process



SYLLABUS

Week 9-10: Prototyping and Materials

- Overview of prototyping methods (3D printing, CNC machining, etc.)
- Selecting appropriate materials for prototypes
- Hands-on prototyping exercises
- Testing and iterating on prototypes

Week 13-14: Business and Market Considerations

- Introduction to business aspects of product design
- Market research and product positioning
- Intellectual property and design patents
- Cost considerations and manufacturing processes

Week 11-12: User Testing and Feedback

- Importance of user testing in the design process
- Conducting usability tests
- Gathering and analyzing user feedback
- Iterative design based on user testing results

Week 15: Final Project and Presentation

- Culminating project applying all learned concepts
- Final presentation of the product design project
- Peer review and feedback

Assessment:

- Class participation
- Weekly assignments and quizzes
- Midterm project
- Final project and presentation

NOTE: *This syllabus is subject to change at the discretion of the instructor. Any modifications will be communicated in advance to the students.*



ABOUT US

We are a school for individuals looking to gain technical skills and kickstart a career in Tech. Tech Zone Academy Offers Training, Consultancy, Advisory And All Related Services In All Areas Of Information Technology Including Computer Hardware And Software, Data Communication, Telecommunications. We deliver world-class software training, and tech infrastructure, to software engineers in rural and urban Africa, while deploying their skills to global technology needs. Take your skills from beginner to industry ready in 6 - 12 months. Neither a degree nor prior tech experience is required.





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at techzone.academy

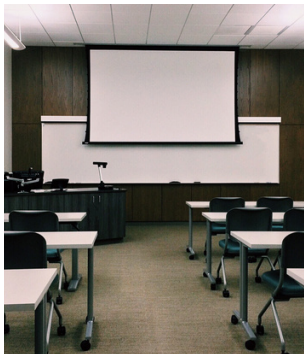
Why choose us?

Small Class
Sizes

Experienced
Teachers

Safe
Environment

Supportive
Peers



Open Enrollment

for students of all backgrounds and
abilities. Come visit us to learn more!