COURSE SYLLABUS						
Course Title	**Course Code**	**Semester**	**Course Hour/Week**		**Credit**	**ECTS**
Studio 2	INDD102	2	**Theory** 2	**Practice** 8	6	9
Course Type	**Compulsory Courses**	**Department Elective**	**Faculty Elective**	**University Elective**	**CoHE (YÖK) Compulsory**	**Other**
	x					
Level of Course	**Associate Degree (Short Cycle)**		**Undergraduate (First Cycle)**		**Graduate / Doctoral (Second / Third Cycle)**	
			x			

Language of Instruction	English

Course Instructor(s)	Asst.Prof.Dr.Saloumeh Khayyat Kahouei	E-mail : khayyat.kahouei@arucad.edu.tr Office: Eternal spring building, first floor
Course Objectives	This course aims to develop students fundamental three-dimensional design skills through the design of a small-scale exhibition stand for a selected brand and product. The studio introduces system thinking, modular design, product-display integration, and basic material awareness within a temporary structure context. Students will strengthen their understanding of form, composition, ergonomics, and visual hierarchy while developing a structured design process from research to model realization. The course also aims to enhance students ability to communicate design ideas effectively through drawings, models, and presentations.	
Course Learning Outcomes	**Students To Do:**	**Teaching Methods** / **Evaluation Methods**
	Apply the principles and elements of visual and physical design language to	Studio exercise. / Midterm jury.

	three-dimensional design problems.		
	Apply design tools and representational methods to develop and communicate spatial proposals.	Product analysis workshop.	Midtem jury .
	Produce a design proposal by developing and executing a structured methodology from research through to model realization.	Discussions, studio work.	Final jury.
	Analyze the relationship between self, user, and environment across different scales of design.	Modular Design Workshop.	Final jury
	Apply knowledge of material properties and construction logic to design decisions in physical model-making.	Material Exploration Session.	Final jury.
	Demonstrate individual and collaborative design thinking throughout all stages of the design process.	Presentations, portfolio development.	Final presentation and report.

Course Content	**Preliminary industrial design exploration part 2: Identify and redesign design icons.** A continuation of Studio 1, this second semester studio focuses on the student's conceptual development through learning experiences that develop their expressional skills, their knowledge of the nature of materials and ergonomics. Students will familiarize themselves with the application of basic design principles and develop their conceptual approach to the design resolution of a micro scale environment.

COURSE OUTLINE/SCHEDULE			
Week	**Topic**	**Implementation (theory/practice)**	**Required Reading, Preliminary preparation**
1	Course introduction and project briefing. Introduction to exhibition design and brand communication.	T-P	See the required readings.
2	Brand research methods. Product selection and approval.	T-P	See the required readings.
3	Product analysis (function, ergonomics, target user, competitors). Mood boards and visual identity study.	T-P	See the required readings.
4	Introduction to modular systems and temporary structures. Concept sketch development.	T-P	See the required readings.
5	Concept refinement. Brand-to-form translation exercises.	T-P	See the required readings.
6	Spatial organization and circulation strategies. Initial layout proposals	T-P	See the required readings.

7	Development of stand system components (display units, panels, plinths). Midterm and Concept + Layout + Initial Model	P	See the required readings.
8	Feedback review and system improvement.	P	See the required readings.
9	Material selection and basic construction logic. Joinery and assembly thinking.	P	See the required readings.
10	Lighting strategies for product highlighting. Detail development.	P	See the required readings.
11	Technical drawings (plan, elevation, section, exploded diagram).	P	See the required readings.
12	Model making workshop. Physical prototype development.	P	See the required readings.
13	Final design development and presentation board preparation.	P	See the required readings.
14	Pre-final jury / mock presentation.	P	See the required readings.
15	Complete Stand Proposal + Model + Drawings	P	See the required readings.
16	Final jury requirments review	P	See the required readings.
17	**FINAL EXAM**		

Required Course Material(s) / Reading(s)/ Text Book(s)	• Fiell, C., & Fiell, P. (Eds.). (2016). *Industrial design A–Z. TASCHEN*. Call number:TS171 .F54 2000 • Gorman, C. M. (Ed.). (2003). *The industrial design reader*. Allworth Press. Call number: TS171 .4 .I53 2003 • Norman, D. A. (2005). *Emotional design: Why we love (or hate) everyday things*. Basic Books. Call number:BF531 .N67 2005 • Norman, Don (2013). *The Design of Everyday Things: Revised and Expanded Edition* , Basic Books, 978-0465050659.Call number: TS171.4.N67 2013
Recommended Course Material(s)/ Reading(s) /Other	• Alexander, H. H. (1976). *Design: Criteria for decisions*. Macmillan. ISBN: 978-0023016608 • Baxter, M. R. (1995). *Product design: Practical methods for the systematic development of new products*. Chapman & Hall. ISBN: 978-0748741977 • Bhaskaran, L. (2005). *Design of the times: Using key movements and styles for contemporary design*. Van Nostrand Reinhold. ISBN: 978-0442258047 • Ertem, H. (2021). *Endüstriyel tasarım*. İstanbul Ticaret Odası. ISBN: 978-605-137-854-1 • Hudson, J. (2011). *Process: 50 product designs from concept to manufacture*. Laurence King Publishing. ISBN: 978-1856697255 • Jackson, P. (2011). *Folding techniques for designers: From sheet to form*. Laurence King Publishing. ISBN: 978-1856697217 • Lidwell, W., Holden, K., & Butler, J. (2010). *Universal principles of design, revised and updated: 125 ways to enhance usability, influence perception, increase appeal, make better design decisions, and teach through design*. Rockport Publishers. ISBN: 978-1592535873 • Mitani, J. (2016). *3D origami art*. CRC Press. ISBN: 978-1498765343 • Neat, D. (2013). *Model-making: Materials and methods*. Crowood. ISBN: 978-1847977298 • Pearce, C. (1991). *Twentieth century design classics*. Blossom. ISBN: 978-1872532325 • Reinertsen, D. G. (1997). *Managing the design factory*. Free Press. ISBN: 978-0684839912 • Sexton, R. (1987). *American style*. Chronicle Books. ISBN: 978-0877013921. • Taschen, B. (1994). *Avantgarde design 1880–1930*. TASCHEN. ISBN: 978-3822889381

ASSESSMENT		
Learning Activities	**NUMBER**	**WEIGHT in %**
Mid-Term	1	40

Quiz		
Assignment		
Project		
Field Study		
Presentation / Seminar		
Studio Practice		
Other		
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	1	60
TOTAL	2	100

Industrial Design Programme + LO

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES							
No	**PROGRAMME LEARNING OUTCOMES**	Level of Contribution (1- lowest/ 5- highest)				
		1	2	3	4	5
1	Understand knowledge of industrial design principles, design methodologies, history, aesthetics, form & function and product development processes.			x		
2	Explain the properties of materials, manufacturing technologies, and production methods used in industrial product design			x		
3	Understand ergonomics, and user-centered design concepts in product development		x			
4	Understand sustainability principles, environmental impacts, and life-cycle considerations in industrial design	x				

5	Analyze design problems, user needs, and market requirements to develop appropriate product design solutions.		x			
6	Generate creative product concepts using sketching, ideation techniques, and visual exploration methods.			x		
7	Develop product designs using digital tools, 3D modeling, and rendering software	x				
8	Develop prototypes or models to evaluate product functionality, usability, and aesthetics.	x				
9	Communicate design ideas effectively through sketches, technical drawings, models, and professional presentations.		x			
10	Work effectively in multidisciplinary teams during product design and development processes.	x				
11	Manage design projects considering production constraints, market needs, and economic feasibility.	x				
12	Demonstrate professional responsibility, ethical awareness, and commitment to sustainable design practices.		x			

ECTS / STUDENT WORKLOAD				
ACTIVITIES	**NUMBER**	**UNIT**	**HOUR**	**TOTAL (WORKLOAD)**
Course Teaching Hour (X weeks * total course hours)	16	1	10	160
Preliminary Preparation and self- study	15	1	2	30
Mid-Term	1	1	10	10
Assignment				
Final Examination/ Final Project/ Dissertation	1	1	15	15
Other				

TOTAL WORKLOAD				215
TOTAL WORKLOAD / 25				8,60
ECTS				9

ETHICAL RULES WITH REGARD TO THE COURSE
Plagiarism Disclaimer Detected and undetected plagiarism is a serious offense at any time and it could have devastating effects on your degree result and future professional lives. Plagiarism is easy to avoid if you make sure to identify and acknowledge your sources thoroughly and do not copy directly from visual examples, designs, or notes that have in turn been taken word for word from your sources.

	SDG 1: No Poverty	
	SDG 2: Zero Hunger	
	SDG 3: Good Health and Well-Being	
	SDG 4: Quality Education	x
	SDG 5: Gender Equality	
	SDG 6: Clean Water and Sanitation	
	SDG 7: Affordable and Clean Energy	
	SDG 8: Decent Work and Economic Growth	
	SDG 9: Industry, Innovation and Infrastructure	x
	SDG 10: Reduced Inequalities	x
	SDG 11: Sustainable Cities and Communities	x
	SDG 12: Responsible Consumption and Production	x
	SDG 13: Climate Action	
	SDG 14: Life Below Water	
	SDG 15: Life on Land	
	SDG 16: Peace, Justice and Strong Institutions	
	SDG 17: Partnership for the Goals	x

ASSESSMENT DETAILS AND EVALUATION CRITERIA:	
Final grades will be determined based on the course learning activities and the assessment details for the final examination or project, as outlined below, in accordance with the University's Education and Examination Regulations. Students are required to attend at least 70% of the classes. The maximum allowable absenteeism is 30%. Midterm: 40% Final: 60%	
PREPARED BY	Asst. Prof. Dr. Saloumeh Khayyat Kahouei.
UPDATED	March 2026.
APPROVED	