

Design in Management:

Concepts & Methods of Practice

DESIGN PROJECT SCHEDULE

FALL SEMESTER

Introduction

Th. Sept 16 Overview of the Project
Project Identification & Team Selection
Overview of Process & Practice

Phase 1: Contextual Research

Th. Sept 16 Begin Contextual Research
Background Study of the Organization: Profile & Market Position

Th. Sept 30 Present Report on the Background of the Organization

Th. Oct 12 Present Report on Current Situation & Issues Facing the Organization
that Motivate this Project
Begin work on Problem Identification

Th. Nov. 4 Report on Problem Identification
Begin work on the Design Brief

Th. Nov. 11 Present the Design Brief

Phase 2: Explore the Brief

Th. Nov. 16 Begin Exploration of the Design Brief
Review Issues, problem, goals & objectives
Begin building user profile to probe the brief

Th. Dec. 2 Present Results: Key issues, goal, & potential features

SPRING SEMESTER

Phase 3: Conception: Invention & Judgement

Phase 4: Realization: Development & Evaluation

Phase 5: Delivery