

2011



Konstfack

University College of
Arts, Crafts and Design

ID

Department of
Industrial Design

Formgiving Intelligence

A Master group hosted by the ID Department
Version 5.3 101105



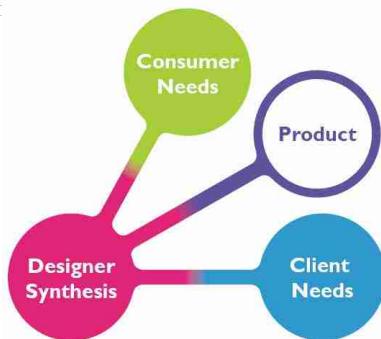
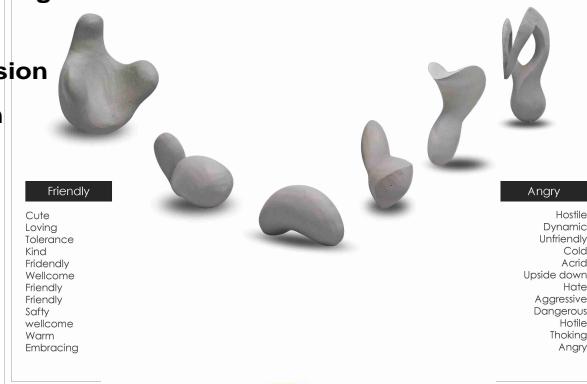
Overview

The Master's Group Formgiving Intelligence is hosted by the Department of Industrial Design. Responsible for the program has been Teo Enlund, professor in Industrial Design, supported by Cheryl Akner-Koler, professor in Form Studies.

The primary objective of our program is to provide an advanced and empowering education that promotes the understanding of design as a cross-fertilizing process of practice and theory, of intellectual mapping and hands-on design work, of formgiving intelligence. Our master's group addresses this double-sided challenge of design, aligning deep studies of design drivers with fine-tuned practice of form articulation and communication through the product gestalt.

The aim and ambition of the program is to support each student to skillfully develop their formgiving intelligence. Our approach is founded on human centered investigation. We need to grasp a deep understanding of the individuals that will use and interact with our products within a given environment and context. But in order to create a winning design, we also need to know the product category well, the behavior of competition, the essence of the brand and the objectives that support a full-scale design effort.

This insight into human interaction and product culture drives the dynamic formgiving process and facilitates the design work considerably. Through excellence in shape and an adapted way of communicating, a long lasting attraction for the user is achieved, confirmed by a true confidence in use.



The Curriculum

Konstfack's two-year graduate level program unites design, art, history, theory and criticism into a dialogue that focuses on studio work and practical experience. The program leads to a Master of Fine Arts degree with 120 academic credits (ECTS).

The master's program is designed for students with a Bachelor's degree, a professional degree with a minimum of 180 academic credits (ECTS), or an equivalent foreign degree. Exceptions to these degree requirements may be made for students who have acquired equivalency by other means. A good command of spoken and written English is required.

The Master's Program is divided into different segments. Some of the required courses are the same for all students on the master's level. These courses and seminars introduce the students to a wide spectrum of theories and methodologies in current research practices, and show them how they can be applied in their own creative work.

The greater part of the program is devoted to specific course subjects and individual work within your chosen Master's Group.

Another component of the program consists of elective courses where you and your advisor jointly decide which courses are required in order to broaden and enrich your education. Electives are offered by the different departments at Konstfack and they provide the possibility of further shaping your individual specialization.

We will welcome 12 students every year. All the Formgiving Intelligence courses will be taught in English to enable studies for international applicants and to prepare the students for challenges on the international design market.

All information about the application procedure is available at our website www.konstfack.se

The following pages will give a brief description of the courses offered to the students studying the Formgiving Intelligence program.

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Shared Courses

Theory & Method

The theory and Method courses are the same for all students on the master's level. These courses and seminars introduce the students to a wide spectrum of theories and methodologies in current research practices, and show them how they can be applied in their own creative work. These courses also serve as a preparation if you want to continue into PhD studies.

Two major courses are offered; Research Perspectives in the first year and Perspectives from the humanities in the second.



Friday Courses

Within the Friday course program, periodical lectures will be given with guest speakers from various disciplines and contexts. They are invited to expand and stir the minds of the multi-disciplinary audience of master students.

The Friday courses are combined with periods of open workshops to help the students to get access to the different workshops in the school.

Elective Courses

The elective courses will give a productive flexibility and work as a golden opportunity for the students to attend courses hosted by the other departments.

You and your advisor jointly decide which courses are preferred in order to broaden and enrich your education. Electives are offered by the different departments at Konstfack and they provide the possibility of further shaping your individual specialization.

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Group Courses year 1

Group Introduction

The first five weeks the students will be introduced to Konstfack, to the department and to the Formgiving Intelligence group. This will incorporate workshops and seminars, introduction to the workshop and planning of the students individual studyplan.

The Formgiving Process

The objective of the course is to define and communicate a collective base of knowledge, experience and language for the form giving process. It also develops the practical skills required for the more specialized courses ahead. The students also train to relate to the exercises on a theoretical and critical level of understanding.

Areas we will address in the *Formgiving Process* course:

Methodologies and visualization. Aesthetical Dimensions in the Design Process. Complex Form studies.

Practical skills brought to master level: working in various media (sketching, clay, foam, digital 2D and 3D etc) with a critical reflection on the quality of the physical experience and the outcome of the different media.

Embodiment and tacit knowledge: Developing design in a more sensory and haptic way. Inclusion of all senses in the design process.

The fine-tuning of the design to reach a well balanced end result.



Individual Courseplan 1

During five weeks the students have the opportunity to get deeper into an area of interest. This could be an extension from the Formgiving Process course, an individual project or theoretical studies. The studies are supervised by ID department faculty.

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Group Courses year 1



Design Insight

The aim of this course is to build a deeper understanding of design as a tool for communication. This incorporates both the drivers of a design effort, the investigation of the background situation, and the tools for communicating the given values in the final product design.

The first part of the course is theoretical followed by pitch cases made in collaboration with companies.

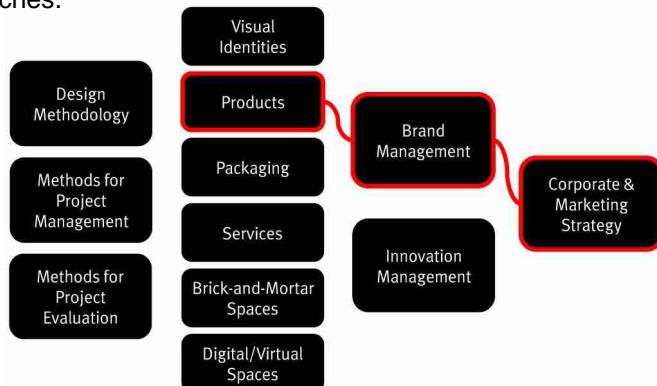
Areas we will address in the *Design Insight* course:

A close look at the drivers of a design effort and how these influence the design work to come. Different business cultures and strategic approaches.

How to make design an integrated part of the overall business strategies. Brand management.

How to express given values in the design by sending the right set of signals.

The more emotional ways of communicating. The complete experience of a product in a long term perspective. The potential in alternative approaches.

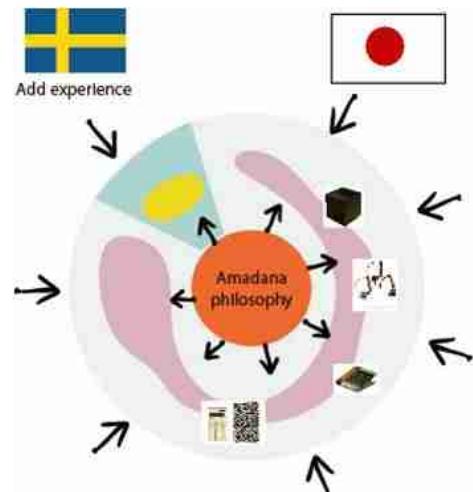


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Group Courses year 2

Formgiving Projects

The students practice the experiences and knowledge gathered during the first year. In complex full scale projects made in collaboration with companies the design is performed in a very precise manner to promote very detailed discussions and reflections.

The design task is matched with an equally qualified presentation and critical judgment session. The intention with this block is to develop and fine tune the basic tasks and skills of the profession, in order to carefully balance the conceptual aspects of the master program with a more instrumental agenda.



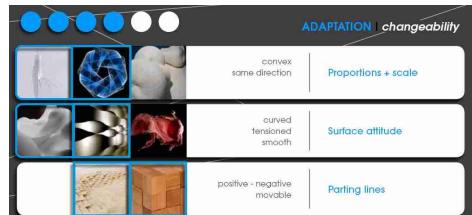
Master Project

The *master projects* should distinguish themselves from the bachelor projects on the level of theory, research methodology and aesthetical analysis. The master students are encouraged to explore the unmapped territories of design, break new grounds and bring intelligence back to the design society.

The autonomy and level of innovation of the *master project* require some risk-taking and pioneering spirit, which characterize the most interesting master projects.

Master projects doesn't necessary have to result in product design, but have to present a physical artifact. The project may be positioned at any point on a scale between academic research and physical investigation.

The degree should be professionally competitive in an international context and display both deep design skills and research qualities.



Individual Courseplan 2

The students finally have the opportunity to run projects supporting their individual profile. It could be work associated to the Master Project, deeper studies in a certain field, or preparation for professional work ahead. The studies are supervised by ID department faculty.

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