Industrial Design

An ATAC Product Description

AUBURN

TECHNICAL ASSISTANCE CENTER

COLLEGE OF BUSINESS

Do your products have clear design and performance advantages over your competition?

If not, most likely you find yourself competing on price, and often lowering it. Auburn University's Industrial Design Program and the Auburn Technical Assistance Center can help you change the market dynamics and grow your business by creating innovative product designs that improve your product's form and function, giving you that "leg up" on the competition. The program also assists businesses in product packaging, product identity, and corporate identity.

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Design is the engine that can transform a company into a powerhouse of non-stop innovation!

Innovative product designs that 'leapfrog' the competition

Our Industrial Design program has a more than 20-year track of providing cutting edge and award winning product designs to many leading national firms including Dell, Hitachi, General Electric, Eastman Plastics, NASA, and Samsung Electronics.

Using our time-tested design process, our nationally ranked program utilizes student teams to design more than 100 preliminary concepts for your business (whether you are a small or large one) to select from at a fraction of the cost of conventional design firms.

How the Product Design Process Works

Projects are conducted by some of the top industrial design students in the nation each semester. We follow a systematic design process consisting of four phases:

Phase 1: Design Brief – User Research - Ideation

In this phase *Design Thinking* finds opportunities where none may have been readily apparent before:

RESEARCH (Market Research, Manufacturing Processes Research, User Research, and Form & Function Research) + ANALYSIS (Design Statement, Design Criteria, Analysis Diagrams, and Brainstorming) = PRODUCT OPPORTUNITIES

These product opportunities, or ideas, become more than 100 preliminary product drawing concepts (for a studio of 10 students or more). These drawings along with the presentation of all the research and analysis done by the team, provide you with exciting product ideas and market opportunities. *And this amazing amount of creativity doesn't take months and months to generate.* The goals of Phase I are accomplished in a four-five week period. At the Phase I presentation you narrow the potential product concepts down to small number of strong candidates.

Phase 2: 3D Modeling

For both concepts selected in Phase 1, a crude model or "white" form model is developed to better visualize the proportions and basic mechanics of the product. Also, a CAD (Computer Assisted Design) model of the designs often begins at this stage to better understand the structure of the product. Of these remaining concepts, you select the best candidates for further development.

Phase 3: Pre- Prototype

During this phase, the product becomes more refined and more attention is given to the details to better

identify design flaws. The product concept is almost operational at this point.

Phase 4: Prototype

The final innovative design prototype is developed and presented along with recommendations of materials, product development costs, tooling investments, and costs of manufacturing.

The design teams of Auburn's ID department are for any business that needs help innovating to compete in the marketplace.

Corporate Identity and Graphic Design

Need to design a corporate logo, brand identity, product packaging, or a trade show booth that really stands out in the crowd? We can help you create or recreate your brand identity and your logo.

This service can be provided to any organization wanting to improve their corporate identity and awareness.

Let us help your firm become a powerhouse of non-stop innovation!

Cost Effective

• Design teams produce more than 100 preliminary concepts for your business at a fraction of the cost of conventional design firms.

Nationally Ranked Expertise

• More thsn 20-year track record of providing cutting edge and award winning product designs to many leading national firms such as Dell, Hitachi, GE, Eastman Plastics, NASA, Samsung Electronics.

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Proven Four-Phase Process

• Design Brief - User Research - Ideation: Finds opportunities where none may have been readily apparent before.

• 3D Modeling: Enables the client to better understand the structure of the product.

• Pre-Prototype: The product concept is almost operational at this point.

• Prototype: The final innovative design prototype is developed and presented along with recommendations of materials, product development costs, tooling investments, and costs of manufacturing.

For More Information Contact:
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Auburn Technical Assistance Center was established in 1976 and is an affiliate of the Alabama Technology Network and an Economic Development Administration University Center. As an Outreach arm of the Auburn University College of Business, ATAC provides business and technical assistance, customized training, and consultation in implementing value-added strategies to manufacturers and other businesses, not-for-profit organizations and government agencies in Alabama and the Southeast.

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Alabama Technology Network

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