

# ENGR 3026 DESIGN THINKING FOR SUCCESSFUL BRANDS AND PRODUCTS

**Credit Points** 10

**Legacy Code** 301301

**Coordinator** Sasha Alexander (<https://directory.westernsydney.edu.au/search/name/Sasha Alexander/>)

**Description** Students will learn how to develop a strategic design management plan that helps a firm not only present itself to its target audience but also clearly differentiate amongst competitors. Foundation design principles involving the evaluation of two-dimensional and three-dimensional designs are explored through a series of case studies based on commercially successful design management strategies. To simulate global, real-world design consultation scenarios students interact in an online environment in preparation for evidence-based innovation in their future workplaces as design managers.

**School** Eng, Design & Built Env

**Discipline** Other Engineering And Related Technologies

**Student Contribution Band** HECS Band 2 10cp

Check your fees via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 3 subject

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Apply the concepts of design management to a business case study.
2. Evaluate the company's corporate identity aims and their potential impact on its design strategy.
3. Apply a series of methodological approaches in the analysis of pre-existing corporate identity using a staged audit process.
4. Systematically analyse the success of an existing corporate identity outcome by applying the principles of SWOT Analysis methodology.
5. Present and argue for the merits of a design strategy to enhance a company's corporate identity through product portfolio from design perspective.

## Subject Content

- 1.Understanding the attributes of successful brands and products
- 2.Competitive advantage achieved through differentiated design management strategies
- 3.Evaluating two and three dimensional designed attributes that combine to communicate and achieve superior marketplace reception and performance
- 4.Conducting a product, service and brand identity audit
- 5.Design Thinking methods supporting decision making in new product development

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are

regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/Group Task
Critical Review	800 words (critical review 20%) 3 minutes (Presentation 10%)	30	N	Individual
Report	1,000 words (report 25%, visualisations 5%)	30	N	Individual
Report	1,250 words (report 30%) 5 minutes (Presentation 15%)	40	N	Individual

Teaching Periods

**Spring (2024)**

**Parramatta City - Macquarie St**

**On-site**

**Subject Contact** Sasha Alexander (<https://directory.westernsydney.edu.au/search/name/Sasha Alexander/>)

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=ENGR3026\\_24-SPR\\_PC\\_1#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=ENGR3026_24-SPR_PC_1#subjects))