

AD421/AD521 • ME445/ECE493 • MKTG594 Cobra Project
Spring Semester, 2011**Stephen Melamed**, Industrial Design, College of Architecture+Arts
Albert Page, Marketing, College of Business Administration
Michael J. Scott, Engineering, College of Engineering**Course Syllabus** **IPD :: Interdisciplinary Product Development**

The Spring Semester in Interdisciplinary Product Development (IPD) will continue to be team-taught by faculty members from the three colleges: Architecture+Arts, Business Administration, and Engineering. In addition, **Prof. April Starr** will continue to provide on-going support for research, as well as other faculty and sponsor mentors will be providing valuable guest lectures on specific topic areas of expertise. Teams will focus their efforts this semester on 'problem solutions' following a prescribed design process culminating in the creation of form and functional prototypes, support documentation and a marketing plan. Each team will make two formal presentations of progress and final recommendations to top management of the client company.

All assignments for the Spring Semester are to be considered additional 'chapters' in each team's final documentation booklet.

Class Meetings Tuesdays 2:00-5:00pm **UIC Innovation Center** 1240 W. Harrison Street
(Unless announced otherwise)

Note: There may also be team meetings with faculty until 6:00pm.

Faculty	Stephen Melamed , IDSA Art+Design Industrial Design 106 JH/Tres Design Group 312.670.6880 melamed@uic.edu	Albert L. Page , PhD Business Marketing 2201 UH 312.996.6233 alp3@uic.edu	Michael J. Scott , PhD Mechanical & Industrial Engineering 3057 ERF 312.996.4354 mjscott@uic.edu
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Support Faculty **April Starr-Daniel**
Art+Design
Design Research / Industrial Design
106 JH
312.996.3337
astarr@uic.edu**Course Web Site** <http://www.ipd.uic.edu/IPD>**Teams** Teams will remain the same as explained in the Fall Semester, once assigned, every student will be with their team for the entire academic year.**Grading Policies** There are no tests. Grades will be assigned to individuals based on faculty assessment of performance on the group project and on student evaluations of team member performance (**effort and contribution**). Please refer to the handout previously provided on grading for detailed explanation of all policies, including attendance.

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Week Date	Course Syllabus :: Topics, Week-by-Week	<i>Subject to change</i>
1. January 11	Spring Semester overview • LSP (LEGO® Serious Play) - Building scenarios and use-cases • In class assignment	
2. January 18	• Lecture: Benefits-Features-Specifications (B-F-S) • Elevator pitch • Assignment 15 - B-F-S • Lecture: Value Proposition	
3. January 25	• Guest Lecture: GUI (Graphical User Interface) • Prototyping: Breadboards / RP / BOP / DEU • Assignment 16 - Behavioral Observation Prototyping	
4. February 1	• Screenings: "The Shopping Cart" (ABC Nightline) / "The Launch" • Discussion of short films - strategies and outcomes	
5. February 8	• MidTerm progress requirements • Assignment 17 - MidTerm deliverables • Lecture: Size of the Opportunity / financial analysis • Assignment 18 - Building a business case	
6. February 15	• Design reviews (internal)	
7. February 22	• Lecture: Product Protocols • Assignment 19 - PP • Team preparations for MidTerm	
8. March 1	• MidTerm Presentations to Cobra management and IPD faculty at UIC Innovation Center	
9. March 8	• Mid-term Debrief with Cobra mentors and IPD Faculty, individual teams (rotation) • Team and self-evaluation feedback (individual teams) with IPD Faculty	
10. March 15	• Guest Lecture: Engineering documentation / Block Diagram / BOM (Cobra) • Lecture: Marketing Plan and launch strategy • Assignment 20 - Marketing Plan • Assignment 21 - Engineering Documentation	
March 22	<i>Spring Break... enjoy March 21-25</i>	

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University of Illinois at Chicago
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11. March 29	<ul style="list-style-type: none">• Lecture: Concept testing / Usability testing• Assignment 22: Testing Protocols• Discussion of final expectations, documentation and deliverables• Assignment 23: Final deliverables	
12. April 5	<ul style="list-style-type: none">• Design reviews, work-in-progress	
13. April 12	<ul style="list-style-type: none">• Working session, individual team meetings (rotation) with IPD Faculty	
14. April 19	<ul style="list-style-type: none">• Working session, individual team meetings with IPD Faculty (scheduled times)	
15. April 26	<ul style="list-style-type: none">• Final presentations to Cobra management and IPD Faculty at Cobra HQ• Present top problem identified and proposed solution (with all supporting documentation, booklet, prototypes)• • • • •• IPD Spring Semester / annual year-end banquet, location TBD	
16. May 3	<i>Finals Week - no class</i>	