

## - For enhancement of the ability pertaining to product and corporate design -

26 October - 8 November 2017 (2 Weeks) at the HIDA Tokyo Kenshu Center (TKC) (To Be Determined)

### Key Benefits

By the end of this program, participants will be able to deepen their understanding on:

- (1) the importance of design management in corporate management and business strategy;
- (2) the organizational structure and functions of strategically utilizing design;
- (3) the importance of brand building and communication design that reflect a company's vision and business strategy;
- (4) design concepts such as user-centered design, universal design, and eco-design; and
- (5) how to incorporate the more creative design processes practiced in Japan into their own companies.

### Target Participants

Executives, managers, or designers\*, who are involved in design management.

\*Note: This program is targeted at those involved in product design and graphic design, so participation by parts designers, machinery design technicians, those who involved in design related to construction, and designers in the garment or textile industries are not permitted

### Language

All lectures and visits will be conducted in English or Japanese with translation into English.

### Course Contents

- Strategic use of design and design management
- Design concepts
- Design Process/Techniques
- Wrap up discussion

*— Part of the participation expenses will be covered by subsidy from the Japanese government —*

### Training Schedule (Tentative)

Date	Morning Session	Afternoon Session
26-Oct (Thu.)	Opening Ceremony Orientation	Lecture: Introduction to Design Management
27-Oct (Fri.)	Lecture: Product Concept and Design Development (1) <Universal Design>	
28-Oct (Sat.)	Days off	
29-Oct (Sun.)	Days off	
30-Oct (Mon.)	Lecture: Product Concept and Design Development (2) <Eco-Design>	
31-Oct (Tue.)	STUDY TOUR	COMPANY VISIT - Corporate Strategy and Design - Case Example (1)
1-Nov (Wed.)		COMPANY VISIT - Corporate Strategy and Design - Case Example (2)
2-Nov (Thu.)	Lecture: Product Concept and Design Development (3) <User - centered Design>	
3-Nov (Fri.)	Lecture & Exercise: Product Design	
4-Nov (Sat.)	Days off	
5-Nov (Sun.)	Days off	
6-Nov (Mon.)	Lecture: Development of Organizational Structure for Design Management	Lecture: Package Design
7-Nov (Tue.)	Lecture: Corporate Strategy and Design	
8-Nov (Wed.)	Final Report Presentation and Overall Discussion	Evaluation of the Program Closing Ceremony

Please visit [http://www.hidajapan.or.jp/jp/ikusei/management/files/17pdm\\_e.pdf](http://www.hidajapan.or.jp/jp/ikusei/management/files/17pdm_e.pdf) for more details.

Closing date for application: **21 August 2017**