



## Creative Design Concepts for the Japanese Market - Creative Design Seminar -

Organized by : The Association for Overseas Technical Scholarship (AOTS)  
In Cooperation with: National Metal and Materials Technology Center (MTEC)



AOTS was founded in 1959 as the first organization in Japan to promote technical cooperation in the private sector, with the approval of the Ministry of International Trade and Industry (currently known as the Ministry of Economy, Trade and Industry, or METI). This training course is implemented by AOTS, with subsidy of the ODA budget of METI in FY2011.

**We will invite a professor who is a top of the Japanese design for this program. Through lectures and exercises, you can learn product design and design works necessary for the improvement of your company's product value in the market. You also can get advice from the professor on the design of your products, respectively.**

<b>Objectives</b>	Through this training program, participants will: (1) Understand the importance of product and package design, and the ways to realize creativity in such design, (2) Consider design of their own companies' products by using Japanese products as a bench-mark, (3) Draft plans, reviewing products or developing new products from the perspective of product/package design, (4) Obtain clues how to communicate with consumers and vitalize their companies' business through design, and (5) Consider how to improve their companies' products with the professional advice from the lecturer		
<b>Target Participants</b>	Executives, Senior Managers, Designers (Product Design and Graphic Design) or Marketers. (40 participant maximum) *In this program, designers mean those who work for product design and graphic design. Design engineers of machines or construction and designers of dress or textile cannot apply to this program.		
<b>Training Date and Venue</b>	Date: 27 (Mon.) -29 (Wed.) Jun. 2011 (3 days) Time: 9:00 - 17:00 Venue: Ballroom The Davis Hotel, Sukhumvit 24	<b>Participation Fee</b>	THB 4,280 (for three days) Covers lunch and a textbook in Thai. Participation fee is collected to cover part of the training expenses.

### Course Contents (tentative) <with Thai interpretation>

	Morning Session (9:00-12:00)	Afternoon Session (13:00-17:00)
Day 1 27 Jun.	<b>Opening Ceremony (9:00-9:15)</b>  <b>Overview of Product Design</b> 1. Significance of Product Design 2. Corporate/Product Identity 3. Characteristics and Attractiveness of the Japanese Market 4. Communication with Consumers through Product Design	<b>Design Work (1) &lt;Planning&gt;</b> 1. Marketing Strategies 2. Process of Planning, Observation/Research, and Analysis 3. Conceptualization  <b>Group Work</b> - Setting Design Theme  <b>Consultation Time</b> - Lecturer's Advice on the Products of the Participants' Companies
Day 2 28 Jun.	<b>Design Work (2) &lt;Development&gt;</b> 1. Idea Generation/Development 2. Sketch and Drawing Techniques	<b>Group Work</b> - Product Design Details  <b>Consultation Time</b> - Lecturer's Advice on the Products of the Participants' Companies
Day 3 29 Jun.	<b>Design Work (3) &lt;Presentation&gt;</b> 1. Presentation Methods 2. Trial Production, Design Sheets, and Catalogues, etc.  <b>Group Work</b> - Considering Effective Ways of Promoting Design	<b>Final Presentation</b> - Presentations & Design Review  <b>Overall Comments &amp; Summary</b>  <b>Closing Ceremony (16:45-17:00)</b>

<b>Lecturer</b>	<u>Prof. WADA Tatsuya (Tama Art University, Department of Product Design/Director of Media Center)</u> After graduated from Tama Art University, Faculty of Art and Design in 1981, he worked for Hitachi Co., Ltd. as a product designer. He teaches product design in the university with the focus on sustainable design, universal design, etc. Recently he has not only conducted researches and studies into business promotion for local industries, but also, as a consultant, helped large companies such as household electrical appliance manufacturers, apparel companies, communication companies, etc. to establish their design strategies. He is now one of committee members of Good Design Award by Japan Industrial Design Promotion Organization and appreciated as a top expert of Japanese design inside and outside of Japan.		
<b>How to Apply</b>	Please fax the application form to: 0-2564-6400	<b>Inquiries</b>	XCEP, National Metal and Materials Technology Center Tel 0-2564-6500 Ext. 4051,4752 (Mr.Kittinan, Ms.Waraporn) E-mail : <a href="mailto:Kittinan.xcep@gmail.com">Kittinan.xcep@gmail.com</a> or <a href="mailto:waraporp@mtec.or.th">waraporp@mtec.or.th</a>

#### Application deadline: Jun 13, 2011

As only a limited number of participants is admitted, early application is highly recommended. We may limit the number of participants from the same company if we receive more applications than the maximum number of participants. We will inform you if your application has been accepted or not by Monday Jun. 20, 2011