

# The Program on Design Management (PDM)

## - Change your business by design-

19 August– 1 September 2009 (2 Weeks) at the AOTS Tokyo Kenshu Center (TKC) (To Be Determined)

### Key Benefits

By the end of this program, participants will have been able to:

- (1) Understand the importance of design management in corporate management and business strategy,
- (2) Make an appropriate organizational environment for designers to utilize their abilities,
- (3) Apply new design concepts, such as user-centered design, universal design and eco-design, to the development of design in their respective companies,
- (4) Review their company's brand strategies by deepening their understanding of design management for brand building and designing corporate identities, and
- (5) Understand the key factors for success in design management

### Target Participants

Executives, senior 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 machinery design technicians, those involved in design related to construction, and designers in the garment or textile industries is not permitted.*

### Language

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

### Course Contents

Participants will be able to understand the outline of design management through the cases of Japanese companies. Thereafter, they will be exposed to various topics, such as organizational management for design management, and product concept and design development, which are represented by user-centered design, universal design, and eco-design. There will be further discussions on how to apply the newly acquired knowledge to design management at their companies.

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

### Training Schedule (Tentative)

Date	Morning Session	Afternoon Session
19-Aug (Wed.)	Opening Ceremony, Orientation	Lecture: Design Management in Japan - The current state and future direction of design management in Japan as well as its characteristic
20-Aug (Thu.)	Lecture: Corporate Strategy and Design Management - How an organization should develop a free and flexible design creation environment - Use of design as a management resource and competitive advantage	
21-Aug (Fri.)	Lecture: Product Concept and Design Development (1) < User-centered Design >	
22-Aug. (Sat.)	Visit: Design Trends in Japanese Industry	
24-Aug (Mon.)	Exercise: Universal Design Field Work Field research on Universal design in Tokyo Metropolitan area	
25-Aug (Tue.)	Lecture: Product Concept and Design Development (2) <Universal Design >	
26-Aug (Wed.)	Lecture: Product Concept and Design Development (3) <Eco-Design >	
27-Aug (Thu.)	Study Tour:	Company Visit: - Design Development
28-Aug (Fri.)		Company Visit: - Design Development
31-Aug (Mon.)	Lecture: Brand Creation and Design - The building of brand and CI through the design of products and logotypes	
1-Sep (Tue.)	Final Report Presentation and Overall Discussion	Evaluation of the Program, Closing Ceremony

## Program Director

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**Mr. Noriji Sato** Professor, College of Business Administration, Ritsumeikan University

After graduating from the Waseda University School of Political Science and Economics in 1980, Professor Sato accepted a position at Dentsu, Inc., where he worked in the newspaper/magazine and marketing divisions. In 1985, he accepted a two-year external assignment as a researcher at the Softnomics Center, where he studied domestic and international design trends and designer jobs. After returning to Dentsu, he was placed in charge of the Prime Minister's Office at the marketing division. He left Dentsu in March 1998 and assumed his current position the following April. He is a design and culture management expert who teaches *kansei* marketing, advertising theory, design management theory, and other subjects.

### Message for Participants

A global focus is being placed on design management techniques used to sell products and boost corporate images through product, package, and advertising design. Participants in this course learn the know-how required to exercise corporate design strength.

## Lecturer (Corporate Strategy and Design Management)

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**Dr. Shinya Iwakura** Board Member, Professor of Department of Product Design, Tama Art University

After graduating from the Tama Art University Faculty of Art and Design in 1964 with a major in three-dimensional design, Dr. Iwakura accepted a position at Honda Motor Company. After being trained under company founder Soichiro Honda, he was placed in charge of four-wheel vehicle design. He is a leader in Japan's automobile design community and, as a lead designer of the first-generation Honda Civic, won the International Trade and Industry Minister Award of the National Commendation for Invention and the Car of the Year Award; for the design of the third-generation Civic, he won the Good Design Grand Award and the Grand Prize of the Piemonte Design Award of Italia. He has served as technical supervisor of the Design Office of Honda Motor Co., executive director of Honda R&D Company, and executive director of Honda Motor Company (four-wheel vehicle division). He took up his current position after serving as Dean of Tama Art University's Department of Product and Textile Design from 2001; in 2006, he also became a member of the University's Board of Directors.

### Message for Participants

I was in my 30s when I supervised the exterior design of the first-generation Honda Civic, in my 40s when I supervised the planning and design of the second-generation Honda Prelude, and in my 50s when I supervised the development of the Honda Odyssey. The broad expertise that I share as a former exterior designer and corporate manager will provide students with the key knowledge required to develop successful products.

## Lecturer (Product Concept and Design Development <Universal Design>)

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**Mr. Satoshi Nakagawa** President, Tripod Design Co., Ltd.

After graduating from the Chiba University Graduate School with a degree in fine arts research and teaching courses at design schools, Mr. Nakagawa founded the Nakagawa Environmental Design Studio, which eventually became Tripod Design Co., Ltd. He is a leading advocate and practitioner of universal design in Japan, and operates primarily in Tokyo and other Asian cities as well as in New York. He is involved in the development of design processes based on user analysis theory and in the development and planning of numerous domestic and international products that "can be utilized in many ways according to the user." Since 2008, he has also served as a project professor in the University of Tokyo's Graduate School of Engineering.

### Message for Participants

This year, I founded the Asian Universal Design Network for the purpose of promoting universal design in Asia. I hope that the PDM could be a good opportunity to learn the universal design (UD) concepts and technology for as many people as possible through my workshops. This year, I plan to teach universal design based on two perspectives: ergonomics and emotional engineering.

## Lecturer (Product Concept and Design Development <Eco-Design>)

**Mr. Fumikazu Masuda** President, Open House Inc.

After graduating from the Department of Design at Tokyo Zokei University in 1973, Mr. Masuda worked at a construction company and a design office, before becoming a freelance industrial designer in 1978 and becoming involved in the design of various industrial products, such as household electrical appliances and audio equipment. He established Open House in 1991, since when he has been involved in everything from promoting design in regional industries across Japan to international collaborative projects in addition to product design and consulting service for corporations. Since 2000, he has also served as a professor in the Department of Design at Tokyo Zokei University.

### Message for Participants

In order to create a sustainable society, there must be consideration for the global environment (Eco-Design), consideration for other people (Universal Design), consideration for children (Kids-Design), and sustainable design that includes culture and social systems. The designers in the coming generation are expected to challenge these new fields.

## Lecturer (Product Concept and Design Development <User-centered Design>)

**Dr. Kazuhiro Yamazaki** Professor, Department of Design, Chiba Institute of Technology

After graduating from the Kyoto Institute of Technology and working in Cleanup Company's design department, Dr. Yamazaki accepted a position in IBM Japan's design division, where he was placed in charge of the design of ThinkPad and various IT devices and systems; he was also in charge of design consulting with respect to the development of mobile phones, office equipment, housing facilities, cafés, and other projects. He has won numerous awards, including the Good Design Award, the iF Award, the Red Dot Award, and the Industrial Designers Society of America Award. After completing a doctoral degree course at the University of Tokyo, he served as deputy general director of the Human Centered Design Organization, councilor of the Japan Society for the Science of Design, and member of the Good Design Award review board. He assumed his current position in 2007 after serving as director of IBM Japan's Design Center.

### Message for Participants

The utilization of user-centered design techniques is crucial to the success of future product design strategies. Participants will learn specific approaches to making products more appealing in an effort to maximize customer satisfaction.

Visit to [http://www.aots.or.jp/eng/t\\_prg\\_j/management/fy/2009/management.html](http://www.aots.or.jp/eng/t_prg_j/management/fy/2009/management.html) for the Program Outline and Participation Requirement

Acceptance of applications: from **March 11, 2009**

Closing date for application: **May 11, 2009**