



The Program on Design Management (PDM)

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

18 - 31 August 2010 (2 Weeks) at the AOTS 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; and
- (4) design concepts such as user-centered design, universal design, and eco-design.

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

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
- Good design management companies in Japan
- 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
18-Aug (Wed.)	Opening Ceremony Orientation	Lecture: Introduction to Design Management Lecture: Good Design Companies in Japan
19-Aug (Thu.)	Lecture: Development of Organizational Structure for Design Management	Lecture: Corporate Strategy and Design Case Example
20-Aug (Fri.)	Lecture: Product Concept and Design Development (1) <User-centered Design>	
23-Aug (Mon.)	Lecture/Exercise: Product Concept and Design Development (2) <Universal Design> - Field research on Universal design in Tokyo Metropolitan Area -	
24-Aug (Tue.)	Lecture/Exercise: Product Concept and Design Development (2) <Universal Design> (contd.) - Presentation on Field Research & Exercise-	
25-Aug (Wed.)	Lecture: Product Concept and Design Development (3) <Eco-Design>	
26-Aug (Thu.)	Study Tour:	Company Visit: Corporate Strategy and Design Case Example (2)
27-Aug (Fri.)		Company Visit: Corporate Strategy and Design Case Example (3)
28-Aug (Sat.)	Visit: GOOD DESIGN EXPO 2010 - Design Trends in Japanese Industry -	
30-Aug (Mon.)	Lecture: Strategy for Intellectual Property in Design	Lecture: Brand Strategy and Communication Design
31-Aug (Tue.)	Final Report Presentation and Overall Discussion	Evaluation of the Program Closing Ceremony

Program Director

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 Case Example)

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 <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.

* As of 1st March 2010

Visit to http://www.aots.or.jp/eng/t_prg_j/management/fy/2010/management.html for the Program Outline and Participation Requirement

Closing date for application: **24 May 2010**