

FALL 2018

**AME 410: ENGINEERING DESIGN
THEORY AND METHODOLOGY**

**Department of Aerospace & Mechanical Engineering
University of Southern California**

COURSE SYLLABUS

Initial Release

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Course Section:	28762R
Course Unit:	3 Units
Prerequisite:	Junior Standing
Class Hours:	Thursdays 6:40pm – 9:10pm
Class Location:	GFS-118
Office Hours:	Thursdays, 5:00pm-6:30pm
Teaching Assistant:	Hao Ji (haoji@usc.edu)
Office Location:	TBD
Office Hours:	TBD

Course Description and Objectives:

Design is the most central activity that defines the engineering profession (Simon 1969)*. To compete in today's relentless market, an engineer must be able to identify market needs, generate creative product ideas that meet the needs, and develop innovative products that realize the ideas. During this process, systematic thinking and creativity play key roles for success. In this course, engineering design is treated in a holistic process of product development, starting from market analysis and product definition to conceptual design and product design. Developing systematic thinking and fostering creativity are the two general goals of this class. The specific objectives for this course are for students:

- To have a general and systematic understanding of how engineering design process is carried out in practice and how it is described and prescribed in different design models and methods. This general understanding of the basic concepts of design and different types of design processes is important for students to have a general idea of what is the state of knowledge of design practice and research.
- To understand specific issues of engineering design and the systematic methods to deal with these issues. Engineering design is not carried out in a completely free space. It must meet customer needs, conform to the principles of physics, deal with various information uncertainties, and meet the limits of time and budget. Students will learn how these issues will manifest themselves in the design process and what methods can be applied to address them.
- To learn and master systematic approaches to solving various design problems. To solve large and complex design problems, one needs to know how to approach the problem and how to proceed when there are options. This course will teach a systematic approach to design that is built on both practical design experiences and fundamental physical and decision-making principles.
- To understand the value of design in a broader context. Engineering design can also be viewed as part of a product development process that includes both design and manufacturing. Furthermore, it is part of a business process that competes with other business entities. To develop a competitive product for the market requires a good sense of value of design. Students will learn such topics as design for manufacturing, utility theory for design decision-making and other quality and efficiency related topics.
- To practice learned methods through real design projects. Students will be given small design problems as homework, moderate individual design projects, and a relatively large group design problem as a term project. The design problems will be carefully selected to allow students practice learned design theory and methods.

* Simon, H.A. (1969). *The Sciences of the Artificial*, MIT Press, Cambridge, Massachusetts.

Course Structure:

The scope of this course covers four components, namely, market analysis, product definition, conceptual design, product design and evaluation. To make the learning process more effective and efficient, the course structure is designed to include the following modules.

Part 1: Introduction to Design – Get to Know Design

The goal of this module is to introduce basic concepts of design, product and process in the context of engineering design.

- What is design? What is not design? What does it take to do design?
- What is a product? What are possible and meaningful features of a product?
- What are general processes of problem solving, decision making, and inventing? And how do they relate to design?
- What is design process? What are different phases and different kind of processes?

Part 2: Product Planning – Identify and Define Competitive Products

Product planning is a part of the design process that deals with generating competitive product definitions based on company goals and market analysis.

- What are company's goals, skills and capabilities?
- What is market? What is market situation? What product do you plan to make?
- What are market needs? What do people need, want, and desire?
- Who are your competitors? How well are they doing in satisfying market needs?
- What are your targets and plans in competing with others?

Part 3: Conceptual Design – Generate Creative & Marketable Product Concepts

Conceptual design is at the heart of engineering design process that determines what your product should be.

- What are main functions and auxiliary functions of the product to be designed?
- How do these functions relate to each other?
- What are possible ways or means to achieve the functions identified? What are desirable ones and best ones?

- How can one become more creative and what are practicable creative design methods?
- How should one compose a product concept based on the possible partial solutions?
- How should one evaluate and select from possible product concepts?

Part 4: Product/Embodiment Design – Develop Effective & Efficient Physical Realizations

Product design, also called embodiment design, is the process to create concrete physical realizations for the design concepts generated at the conceptual design stage.

- What are the rules, principles, and guidelines that should be followed in realizing design solutions?
- How should one deal with various constraints?
- What are the structural, material, manufacturing, and assembling factors that need to be considered during product design?
- How can one predict the performance of the product and estimate the cost breakdowns?

Course Work:

The course work includes class lectures, homework, lectures, mid-term exam, and term project.

Classroom Lectures:

Weekly lectures will be offered on Thursdays. Students are required to complete reading assignments, indicated in the schedule page, before each lecture. Usually the weekly 3-hour classroom lecture is divided into two parts. During the first 75 minutes, the instructor will present and discuss the contents outlined in the schedule page. In the second 75 minutes, students will work in groups to discuss the topics lectured and discussed by the instructor and practice design methods by solving small design problems (in the first several weeks) or their project design problems (as the course progresses). Active participation in classroom discussion is strongly required for all students.

Quizzes:

Online quizzes will occur after each lecture, via Blackboard, and are due before the next class session. Quizzes may cover the material in each lecture, required readings, and class presentations.

Product Pitch:

Starting with the third class, at the beginning of each class 3-4 students give a three minute pitch an existing product design. Any existing product the student thinks is well designed, which has not been already pitched in the class, is fine for the student to cover. The pitch should be focused on selling the product idea to a product portfolio manager.

Homework:

For the first half of the course, there will be weekly homework assignments. Each homework assignment has 2-3 short questions and/or one small design problem intended to help students (1) assimilate the reading material and organize their thoughts about it, and (2) digest key concepts learned from the lectures. Thoughtfulness, clarity, conciseness and incisiveness are required.

Mid-term Exam:

After the “Part 3: Conceptual Design” module is completed, there will be a mid-term exam. The exam will be open-book, open-note, and online. Questions of the exam will be similar to, but more comprehensive than, the homework questions and design problems. Students will be asked to answer query questions and solve small design problems.

Mini-Design Project:

Two mini design projects will be given. Each will be completed over the course of 1 week, and give the student an opportunity to design and build a small machine. One design project will occur during the first week, and the second will occur in the second to last week. The students shall implement the design methods learned in class on the second mini-design project.

Individual Project Report:

After the second mini-design project, each student will write a short individual project report, discussing the process they used on the second design project, and comparing and contrasting it to the process they used on the first design project.

Term Design Project:

This course is Project-Based. The term project will be carried out throughout the course by student teams of 5-6 members. Each team will propose a design project, or bid for one, and develop a specific design solution for their design project problem. By doing the project, students will digest and apply the theory and methods learned from the class, enhance their creativity, and develop the experience of solving close-to-real engineering design problems. Students should form project teams after the very first lecture. Project Teams will give multiple *Project Briefings* to the whole class, and will submit two *Project Progress Reports* and a *Final Project Report*.

Course Materials:

There are required and optional textbooks for this course. Additional handouts and reading materials will be provided on the Course Blackboard Website when needed.

Optional Primary Textbook:

- *David Ullman, "The Mechanical Design Process", 4th Edition*

NOTE: You must finish reading the assigned pages before the class of the assigned date.

Optional Secondary Textbooks:

- *Pahl, G. & Beitz, W.: "Engineering Design - A Systematic Approach", 2nd Ed. Springer*
- *Suh, N.P.: "Axiomatic Design - Advances and Applications", Oxford University Press*
- *Terninko, J. "Step-by-Step QFD – Customer-Driven Product Design", 2nd Ed., St. Lucie Press, A CRC Press Company.*

Grading Requirements:

Students will be graded according to the following grading scheme:

Quizzes: 17%

A total of twelve (12) quizzes will constitute 17% of the overall grade, each worth about 1.4%. Online quizzes will occur after each lecture, via Blackboard, and are due before the next class session (due at 4:30 pm)

Product Pitch: 3%

Each student will pitch a product as if to sell the product idea to a product portfolio manager. Visual aids must be used (either Viewgraphs, prototypes, or product), the pitch must last less than 2 minutes, and a maximum of 1 viewgraph chart is allowed. Each student's will pitch will be evaluated for persuasiveness of pitch, quality of visual aids, and foundation on engineering design principles.

Homework: 20%

Total five (5) homework assignments will constitute 20% of the overall grade, with each amounting to 4%. Each homework assignment has 2-3 short questions and/or one small design problem. Questions are usually open-ended. Thoughtfulness, clarity, conciseness and incisiveness are required.

Midterm exam: 10%

Midterm exam is open-book, open-note, and online. Questions will be similar to, but more comprehensive than, the homework questions and quizzes. There will be query questions and small design problems involved.

Mini-Design Project: 5%

Two (2) mini design projects will be given constitute 5% of the students grade, with each worth 2.5%. Grade will be determined by how well the project performs compared to metrics which will be given in the project assignment sheet.

Individual Mini-Project Report: 15%

After the first projects, the students will submit a report documenting their approach to the project. This first report is worth 5%

After the second mini-design project, each student will write a short individual project report. This consists of 10% of the final grade.

Term project: 30%

Note that 30% of your semester grade is based on the results of your design project, which is a team effort. The grade will be based on the last 3 project briefings (each of worth 5%) and 15% on the final project report. All project work done by the team is first given a team grade. This team grade is then weighted for each student, based on confidential peer-evaluations by all team members at the end of the semester according to the following scheme.

Each student will be asked to fill out a questionnaire, which rate every team member (including him/herself) for the percentage participation to the team project, from 0 (no participation) to 10 (100% participation). The evaluations are averaged in order to find each student's participation. The project grade of each student of a team will be weighted based on his or her percentage of participation.

On the final project, extra credit is available. Up to 3% (on the project total score) is available for prototyping your project, or a component of your project. Prototype is due at the final presentation.

Up to 2% (on the project total score) is available for conducting focus group. You must document who attended the focus group, how you selected your participants, how long the focus group lasted, and what the results of the focus group were. You must also submit your questioning route plan.

Up to 2% (on the project total score) is available for conducting customer surveys for project. You must state how surveys informed your decisions, and provide a copy of the survey, along with the statistical results.

Academic Integrity:

"The Viterbi School of Engineering adheres to the University's policies and procedures governing academic integrity as described in SCampus. Students are expected to be aware of and to observe the academic integrity standards described in SCampus, and to expect those standards to be enforced in this course."

Students with Disabilities:

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to the instructor as early in the semester as possible.

Course Schedule

#	Date	Lecture	Project	Readings	Quiz Due	Assignment Due
1	8/23	Course Introduction & Introduction to Engineering Design	Mini-Project 1 Assigned	Textbook: pp.1-23		
2	8/30	Engineering Design: Problems and Processes	Mini-Project 1 Test	Textbook: pp.25-45	Quiz 1	Mini-Project 1 Project Bids
3	9/6	Overview of Engineering Design Process	Projects Assigned Pitches Begin	Textbook: pp.81-110	Quiz 2	Homework1
4	9/13	Product Planning and Specification		Textbook: pp:111-170	Quiz 3	Homework2
5	9/20	Develop Function Structures	Progress Report I assignment	Textbook: pp.171-189	Quiz 4	Homework3
6	9/27	Generate Design Concepts	Briefing1 : Task Planning & Specification	Textbook: pp.189-211	Quiz 5	
7	10/4	Evaluate Design Concepts		Textbook: pp.213-240	Quiz 6	Homework4
8	10/11	Briefing2 : Concept Generation	Briefing2 : Concept Generation	Handout#1 Textbook & Course notes	Quiz 7	Homework5
9	10/18	Product Generation	Progress Report II assignment	Textbook: pp.241-278	Quiz 8	Progress Report 1
10	10/25	Product Generation: An Example And Guidelines	Final Report assignment	Textbook: pp.241-278 Handout#2	Quiz 9	
11	11/1	Product Evaluation		Textbook: pp.279-314	Quiz 10	

12	11/8	Topics in Design Theory and Methodology	Briefing3: Product Generation	Textbook: pp.279-314	Quiz 10	Mid-term Exam (Online)	
13	11/15	Design for X and Lifecycle Engineering (FMEA's)	Mini-Project 2 Assigned	Textbook: pp.315-362 Handout#3	Quiz 11	Progress Report 2	
14	11/22	Thanksgiving University Holiday. No class					
15	11/29	Engineering Design: Recap	Mini-Project 2 Test Last day of Pitches	Textbook & Course Notes	Quiz 12	Mini-Project 2	
16	12/9 (7-9)	Final Briefing: Overall Project Report	Individual Project Report PDF file due 7pm by email. Final Project Report PDF file due 7pm by email.				