CERTIFICATE

THIS IS TO CERTIFY THAT

ZHU YI FAN

Has accomplished the

Summer School-B&O Innovation Camp
CD-DIP Shanghai 2019

at Shanghai Jiao Tong University from July 11th to August 2nd, 2019

上海暑期学校
Shanghai Summer School

上海交通大學
SHANGHAI JIAO TONG UNIVERSITY

Professor XU Xuemin
Vice President, Shanghai Jiao Tong University

B&O Innovation Camp

CD-DIP Shanghai 2019

July 11th to August 2nd 2019

This

CERTIFICATE

is presented to

朱一帆 ZHU YI FAN

In recognition of his/her participation in the

Conceptual Design and Development of Innovative Products - Innovation Camp (workload 5 ECTS)

Hosted at Shanghai Jiao Tong University, China
Organized by Aalborg University, Denmark

Shanghai, 2/8/2019

Thomas Bak
Head of Department

Shanghai, 2/8/2019

Søren Bech
Director Research,
Professor

AALBORG UNIVERSITY DENMARK

BANG & OLUFSEN

Hanze University of Applied Sciences Groningen

STRUER STATSGYMNASIUM

上海交通大學 SHANGHAI JIAO TONG UNIVERSITY

midt regionmidtjylland

CONCEPTUAL DESIGN & DEVELOPMENT OF INNOVATIVE PRODUCTS

COURSE DESCRIPTION

Learning objectives - The overall goal with this course is to improve students' ability to innovate great product concepts during a conceptual design development process in an international, intercultural and multidisciplinary setting. By completing this course, the student is able to:

- Cooperate in multidisciplinary team activities
- Operate in a conceptual design process
- Demonstrate interpersonal skills during team development
- Propose and justify the value of new innovative, technical solutions
- Conduct disciplinary analysis of a real-life industrial problem
- Present disciplinary analysis to stakeholders with different disciplinary backgrounds
- Design disciplinary interfaces with other disciplinary products
- Very clearly communicate concepts and product specifications and functionalities to an international judging panel consisting of recognized academics and business people.

Contents - The objective of CD-DIP is to learn how to design innovative concepts and products in diverse teams. The course is not a standard course founded on classroom teaching. It is instead a live real world problem solving innovation process involving Bang & Olufsen experts and professors collaborating with the students. While the student project teams develop product ideas for Bang & Olufsen. Students work in a problem-based learning approach within a multidisciplinary, intercultural and international setting. The Innovation Camp runs for three intensive weeks. During the first week students are trained in product innovation, conduct observations and interviews with target customers, and create user scenarios. In the second week students work with ideas and concepts - and prototype innovative products based on customer needs. In the last week, focus is on lifting the conceptual ideas to the stage of prototyping and proof of concept for a final concept presentation. Different disciplinary analyses are conducted. Furthermore the interfaces between the disciplines are validated.

Assessment and certificate - The students will be evaluated by a final demonstration and presentation at the end of the course. Those who pass the evaluation will get the certificate.

Participants and requirements - The programme is organized and coordinated by Aalborg University (Denmark) and co-organized by Shanghai Jiao Tong University (China), Hanze University Groningen (The Netherlands), Cracow University of Technology (Poland), and Struer Statsgymnasium (Denmark).

30 students are recruited from the following disciplinary fields: Industrial Design, Architecture, Journalism, Communication, Electrical Engineering, Software Engineering, Mechanical Engineering, Product Design Psychology, Human Technology, Business, College level. The students are integrated into multidisciplinary project teams interacting with Bang & Olufsen experts and managers - and teachers and professors from the attending universities/schools.

For further information about the camp please visit: www.theinnovationcamp.com