

# ENGR 4015 DESIGN PRACTICE: SELF-DIRECTED SPECIALISED MENTOR PROJECT

---

**Credit Points** 10

**Legacy Code** 301311

**Coordinator** Sasha Alexander ([https://directory.westernsydney.edu.au/search/name/Sasha Alexander/](https://directory.westernsydney.edu.au/search/name/Sasha%20Alexander/))

**Description** Mentorship is highly regarded in preparation for accelerated understanding of the competitiveness and excitement of professional practice. Specialised mentors provide insights and engage students in co-creative processes and guide the pursuit of design innovations that challenge markets and redefine career progression and employment opportunities. This unit permits students to develop their own idea from conceptual discovery to market strategy and launch preparations with the view to build a new commercial pathway and personal resilience by creating a new value proposition of merit.

**School** Eng, Design & Built Env

**Discipline** Other Engineering And Related Technologies

**Student Contribution Band** HECS Band 2 10cp

Check your HECS Band contribution amount via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 4 subject

## Assumed Knowledge

The ability to communicate a design proposal using 2D or 3D computer software with annotations, and application of Australian Standards AS 1100 or related construction standards are desirable.

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Engage with specialised mentors in a co-creative and meaningful way
2. Develop detailed strategies for new product development and market launch
3. Employ a collaborative and iterative design process approach for a new product under specialised mentorship
4. Consider and respond to the commercial realities associated with a self-initiated project
5. Present to a professional peer audience in a competitive pitch environment

## Subject Content

1. Self-directed product design development for unique market release and commercialisation
2. Consultative and iterative co-creative design innovation process
3. New Product Development product discovery and development under specialised mentor guidance
4. Intellectual Property
5. New product development pitch to expert panel

Teaching Periods