

ENGR 3026 DESIGN THINKING FOR SUCCESSFUL BRANDS AND PRODUCTS

Credit Points 10

Legacy Code 301301

Coordinator Toktam Bashirzadeh Tabrizi ([https://directory.westernsydney.edu.au/search/name/Toktam Bashirzadeh Tabrizi/](https://directory.westernsydney.edu.au/search/name/Toktam+Bashirzadeh+Tabrizi/))

Description Students will learn how to develop a strategic design management plan that helps a firm not only present itself to its target audience but also clearly differentiate amongst competitors. Foundation design principles involving the evaluation of two-dimensional and three-dimensional designs are explored through a series of case studies based on commercially successful design management strategies. To simulate global, real-world design consultation scenarios students interact in an online environment in preparation for evidence-based innovation in their future workplaces as design managers.

School Eng, Design & Built Env

Discipline Other Engineering And Related Technologies

Student Contribution Band HECS Band 2 10cp

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 3 subject

Learning Outcomes

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

1. Apply the concepts of design management to a business case study.
2. Evaluate the company's corporate identity aims and their potential impact on its design strategy.
3. Apply a series of methodological approaches in the analysis of pre-existing corporate identity using a staged audit process.
4. Systematically analyse the success of an existing corporate identity outcome by applying the principles of SWOT Analysis methodology.
5. Present and argue for the merits of a design strategy to enhance a company's corporate identity through product portfolio from design perspective.

Subject Content

1. Understanding the attributes of successful brands and products
2. Competitive advantage achieved through differentiated design management strategies
3. Evaluating two and three dimensional designed attributes that combine to communicate and achieve superior marketplace reception and performance
4. Conducting a product, service and brand identity audit
5. Design Thinking methods supporting decision making in new product development

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are

regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task	Mandatory
Critical Review	800 words (critical review 20%) 3 minutes (Presentation 10%)	30	N	Individual	Y
Report	1,000 words (report 25%, visualisation 5%)	30	N	Individual	Y
Report	1,250 words (report 30%) 5 minutes (Presentation 15%)	40	N	Individual	Y

Teaching Periods

Spring (2025)

Parramatta City - Macquarie St

On-site

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View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=ENGR3026_25-SPR_PC_1#subjects)