

ESDOL161 – The Designer, the Client and the Process

This course is designed to define the roles of the designer as a marketing expert, salesperson, anthropologist, communicator, engineer, and project manager. It teaches designers how to promote their expertise as a professional benefit. The course will explain the five-step process leading to an accurate problem definition. It also discusses how to pose professional questions in order to ascertain a client's lifestyle and how to use this information to provide quality solutions.

Course Objectives:

- Describe the roles of a designer
- Explain the value-added service offerings of a professional designer
- Describe the five steps required to arrive at a properly stated problem
- Describe how to ascertain a client's lifestyle through proper interviewing techniques
- Outline how to approach system design to meet client needs