Battery casing.

Button for light & alarm function at the sometime

Button for light only

SWITCH CONTROL PART

15 LED

Industrial Design

FLASHLIGHT BULBS...

15 Designing Green

Rizal Rahman

Switch control part.
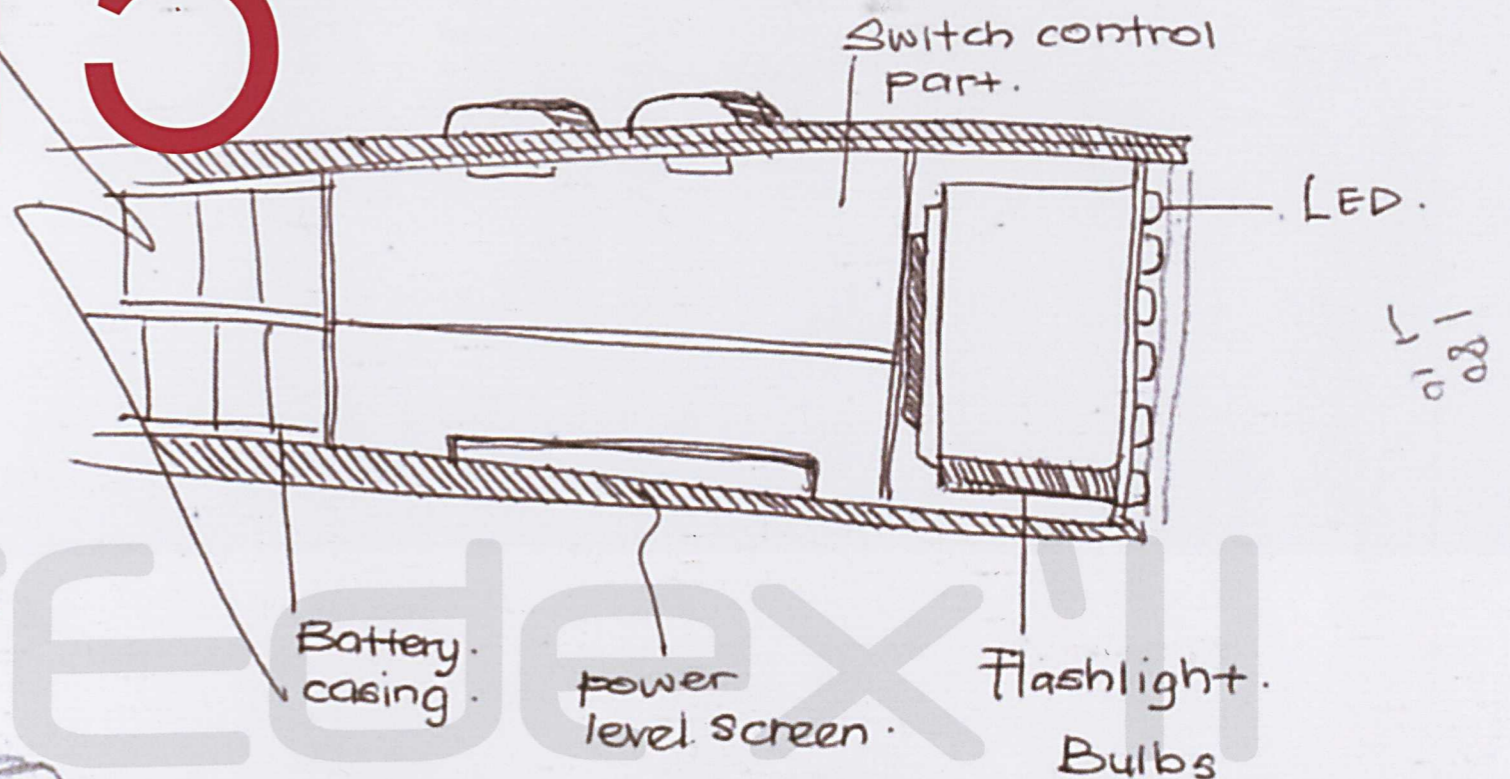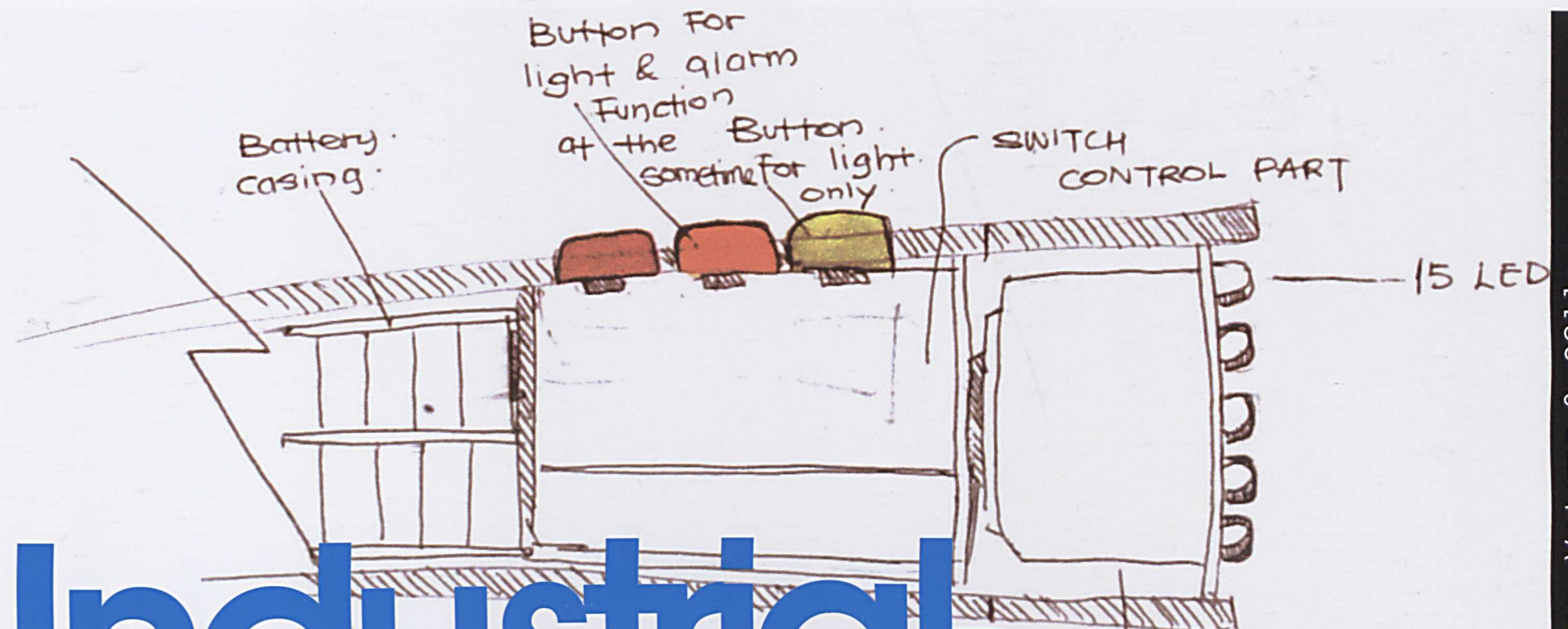
LED.

Battery casing.

power level screen.

Flashlight Bulbs

Gap.

1.1cm diameter.

1cm diameter.

1.2cm/12mm.

Lim Shin Yee

Designing Green

Rizal Rahman

Industrial Design Department has established itself in the Faculty of Design and Architecture at University Putra Malaysia (UPM) since 2002. The first student intake for the Bachelor of Design (Industrial Design) programme was in May 2002. Since then, the department has developed and managed to graduate more than 250 professional designers equipped with significant design knowledge and relevant design skills for the country. The graduates embodied the strength of design ideas to comply with the local needs and proved to be internationally competent. Their high degree of success is demonstrated in various design works particularly in their final year design showcase and exhibitions.

In most cases, a sustainable product design is generated from the knowledge integration of other related design disciplines. In supporting the current consumers' sustainable living, a designer has to respond beyond the basic design consideration such as taste, current trend and contemporary issues. The designers should be capable of integrating sustainable design principles such as environmental, economical, ethical and end-users' social interpretation in designing the product. In synchronizing the contemporary issues which include social responsibility, global awareness and meeting with the current 'fashion' in design, each project is carefully crafted and designed in 'bridging' creativity and design thinking with the production of relevant design ideas and prototypes acceptable to the local and global demands.

As for Malaysia, efforts have been made to support sustainable design development. This can be observed within local design organization practices and development of educational design programmes. Responding to this agenda, the Department of Industrial Design in UPM has incorporated the elements of 'Sustainability' and incorporating relevant design 'treatments' within product life-cycle into the students' design projects. For the year of 2010/2011, students have been assigned to work with contemporary design themes and experimenting design with various 'Green' recycled materials.

The Final Year students' projects are set to integrate aesthetic and technology innovations in product design. The students are expected to produce a complete designed product and its related components demonstrating their accumulated knowledge and skills. The theme 'Green Design' focuses on the integration of the Ergonomic, Social, Environmental and Ecological Sustainability in developing products. The end-products in the form of design documentations, analysis, research, drawings or technical illustrations and the final 'working' prototypes demonstrate their understanding on the epistemology of the selected sustainable issues. Proven to be relevant and applicable to the current trend and issues, some of these products have filed for IPR; nominated and won several national Research and Design competitions. They validated the research works, design processes and design proposals indicating the potential to be commercialised as they meet current market and demands.