## **Course Catalogue Engineering and ICT**

## **EXCHANGE PROGRAMME**

All-round Designer 2025-2026



Course sum	mary				
VOE Code: EDP					
Course Title	Project All-round Designer: Engineering				
Туре	Compulsory				
Learning	BoE1 Analysing				
competences	BoE2 Designing				
	BoE3 Realise				
	BoE4 Manage				
	BoE5 Managing				
	BoE6 Advise				
	BoE7 Research				
	BoE8 Professionalise				
Learning	The objective of this project is to have the students execute as independently as possible a				
outcomes	full scale design process in order to prepare them further for their professional situation.				
	When you successfully complete this project:				
	<ul> <li>You will be able to demonstrate more in-depth knowledge and experience in designing a product in the line of the IPO curriculum paths "Working" and "Making" – which means there will be an emphasis on the technical aspects of industrial design.</li> <li>You can successfully apply biomimicry input in the design process, according to the biomimicry design process steps (www.biomimicry.org): Define, Identify Functions, Translate, Discover, Abstract, Brainstorm, Emulate, Measure and Engineering. You will be able to apply advanced design skills when creating products, with an emphasis on technical details and innovative solutions that align with this biomimicry design process.</li> </ul>				
	Learning outcomes of the specific courses in the MAD Engineering minor:				
	<b>Biomimicry:</b> see second item above. You independently apply a defensible application of biomimicry in the product design according to the method explained in the lectures of the classes 'biomimicry'. This application is included in a process report.				
	Functional testing: You independently conduct functional tests in the course of the project, in a systematic way according to the learned methods in the lectures 'research basics' and 'functional testing'. You report on a test plan in a process report with the following structure in:				
	<ul> <li>Context description, why these researches?</li> <li>Research questions;</li> <li>Research methods;</li> </ul>				
	Results and consequences for the project.				
	Factory excursions & Design Rules: You organize independently at least 1 excursion to a company, which is relevant for the project in regard to production design rules. The student reports on this excursion in a process report according to the following structure:  • Context description, why these visits?  • Research questions  • Research methods  • Results and consequences for the project, what design rules did you find?				
	You distil your own set of design rules based on the company visit(s) and based on design rules from different sources. You present these design rules to your peers in a presentation. You demonstrate that you designed the product according to these design rules in a process report.				
	Mechanical strength analysis: You analyze a crucial technical element of a design and perform a FEM-simulation (e.g. with SolidWorks) on this part. On the basis of mechanical calculations (e.g. in Excel with help of Visual Basic) you verify the results of the simulation in				

1	a technical design report, in which you document an advice on dimensions, loads, materials				
	and other technical aspects in order to ensure the safety of the elements.				
Course content	The project focuses on the working and the making of a product.				
	Subjects that are part of the process are;				
	Biomimicry				
	Functional testing				
	Factory excursions (self organised) and design rules of production techniques				
	Mechanical strength analysis				
Planned	Project activities, lectures and workshops.				
learning					
activities and					
teaching					
methods					
Recommended	Everything that is needed for the project and	that can be made	e available.		
or required					
reading and					
other learning					
resources /					
tools	V				
Prerequisites	You are required to have two years of Bachelo				
and co-	Bachelor's degree in Engineering or Business) and English-language skills at B2 level.				
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Level	Bachelor = NLQF 6				
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Course summary				
VOE Code: EDP/	ADPE.24 E	ECTS credits:	20	Level: Bachelor's degree (full-time)
Course Title	Project Allround Designer: P	Product Experi	ience	
Type	Compulsory			
Learning	BoE1 Analysing			
competences	BoE2 Designing			
	BoE3 Realise			
	BoE4 Manage			
	BoE5 Managing			
	BoE6 Advise			
	BoE7 Research			
	BoE8 Professionalise			

Students can demonstrate advanced analytical skills by critically examining relevant psychological and cultural aspects associated with a product or situation.   They can translate insights into robust semantic design quidelines, showcasing a deep understanding of the science of meaning construction and communication.   2. Experiential Testing and Research Skills :   Students can execute experiential testing and prototyping methodologies to evaluate consumer experience and product context, displaying practical application of knowledge.   They can conduct a comprehensive design research process, integrating findings to refine designs and demonstrating a nuanced understanding of the impact of meaning in constructing and communicating user experiences.   3. Professional Presentation :   Students can present their final project results effectively through visual and oral means, supported by a prototype, presentation poster, and design report.   Course content	Learning	1. Integrated Analysis and Design:				
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Bachelor = NLQF 6   Type of assessment methods and criteria   P1 Project Allround Designer product experience: Project Grading   P2 Project Allround Designer product experience: Consumer Experience   P3 Project Allround Designer product experience: Product Research   P4 Project Allround Designer product experience: Meaningful Design   P5 Project Allround Designer product experience: Product Context   P6 Project Allround Designer product experience: Product Context   P5 Project Allround Designer product experience: Product Context   P6 Project Allround Designer product experience: Product Context   P7 Project Allround Designer product   P7 Project Allround Designer produ	and co-					
Type of assessment methods and criteria   P1 Project Allround Designer product experience: Project Grading   P2 Project Allround Designer product experience: Consumer Experience   P3 Project Allround Designer product experience: Product Research   P4 Project Allround Designer product experience: Meaningful Design   P5 Project Allround Designer product experience: Product Research   P5 Project Allround Designer product experience: Meaningful Design   P5 Project Allround Designer product experience: Product Context   D						
Assessment methods and criteria  P1 Project Allround Designer product experience: Project Grading P2 Project Allround Designer product experience: Consumer Experience P3 Project Allround Designer product experience: Product Research P4 Project Allround Designer product experience: Meaningful Designer Product experience: Meaningful Designer P5 Project Allround Designer product experience: Product Context  Language of Instruction  Name of lecturer  Type of assessment  Grade weighting  Higher or equal to 5.5  English  For information about the lecturers you can contact Martijn Verkuijl						
methods and criteria  P1 Project Allround Designer product experience: Project Grading P2 Project Allround Designer product experience: Consumer Experience P3 Project Allround Designer product experience: Product Research P4 Project Allround Designer product experience: Meaningful Design P5 Project Allround Designer product experience: Meaningful Design P5 Project Allround Designer product experience: Product Context    Consumer Experience   Designer of this product   Designer produc			Orada	Oritoria		
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P2 Project Allround Designer product experience: Consumer Experience  P3 Project Allround Designer product experience: Product Research  P4 Project Allround Designer product experience: Meaningful Design  P5 Project Allround Designer product experience: Meaningful Design  P5 Project Allround Designer product experience: Product Context  Canguage of Instruction  Name of Instruction  For information about the lecturers you can contact Martijn Verkuijl	criteria		1	Higher or equal to 5.5		
experience: Consumer Experience  P3 Project Allround Designer product experience: Product Research  P4 Project Allround Designer product experience: Meaningful Design  P5 Project Allround Designer product experience: Product Context  Language of Instruction  Name of lecturer    Experience			0	Higher or equal to F.F.		
P3 Project Allround Designer product experience: Product Research P4 Project Allround Designer product experience: Meaningful Design P5 Project Allround Designer product experience: Meaningful Design P5 Project Allround Designer product experience: Product Context  Language of Instruction Name of lecturer  P3 Project Allround Designer product experience: Product Context  D Higher or equal to 5.5  Higher or equal to 5.5  For information about the lecturers you can contact Martijn Verkuijl			U	Higher or equal to 5.5		
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P4 Project Allround Designer product experience: Meaningful Design P5 Project Allround Designer product experience: Product Context  Canguage of Instruction  Name of lecturer  P4 Project Allround Designer product experience: Product Context  O Higher or equal to 5.5  Higher or equal to 5.5  For information about the lecturers you can contact Martijn Verkuijl				riigher or equal to 0.0		
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Language of Instruction  Name of Instruction  For information about the lecturers you can contact Martijn Verkuijl  lecturer			0	Higher or equal to 5.5		
Instruction  Name of						
Name of lecturer For information about the lecturers you can contact Martijn Verkuijl		English				
lecturer		For information about the leasturers very ser	contact Martin V	orlaniil		
Mode of delivery   Face to face	lecturer					
	Mode of delivery	Face to face				

Course sum	marv
VOE Code: EDP	
Course Title	Project Allround Designer: Innovation
Туре	Compulsory
Learning	BoE1 Analysing
competences	BoE2 Designing
	BoE3 Realise
	BoE4 Manage
	BoE5 Managing
	BoE6 Advise
	BoE7 Research
Loorning	BoE8 Professionalise  1. Context Discovery. The students receives an assignment from the client. By critical
Learning outcomes	<ul> <li>evaluation and independently analyzing the context of the business and the business itself, they find opportunities for innovation. The students use knowledge of context mapping and use expert coaching to create ideas for new offerings which suit the client's business ideology.</li> <li>2. Empirical Market Research. The students validate the problem, the solution and the market in an empirical way. By creating experiments, executing them, and observing the behavior of target groups. Therefore, the students use/analyse/evaluate knowledge and skills on empirical market research. They create 3 solutions directions for product design.</li> <li>3. Concept Design. The students use gathered information from the stages context discovery and empirical market research to create concepts (groups) filling the gaps for wanted solutions. They use knowledge and skills on industrial product design to create concepts for new offerings and show multiple iterations. Including validation of desirability through use of design thinking and technical feasibility through experimental prototyping.</li> <li>4. Scaling up. The students translate the designed concepts into (a) business case(s) with a brief on people, strategy, execution and cash. They use knowledge and skills on business: organization, commerce, planning and microeconomics. They inform the client how to proceed through use of a one/two-pager, financial plan, 3-minute</li> </ul>
Course content	pitch and visual storyboard.  The project focuses on Innovation development.  Subjects that are part of the process are:  Context Mapping Visual Translation Proposition Development Design Thinking Business Case
Planned	Project activities, lectures and workshops.
learning activities and teaching methods	
Recommended	(). Blue Ocean Strategy. (2022, December 9). Four Actions Framework: Reconstruct Buyer
or required reading and	Value   Blue Ocean Strategy Tools & Frameworks. https://www.blueoceanstrategy.com/tools/four-actionsframework/.:
other learning	mtps.//www.blueoceanstrategy.com/tools/four-actionstratilework/
resources /	
tools	
Prerequisites	You are required to have two years of Bachelor's study experience in a relevant field (e.g.
and co-	Bachelor's degree in Engineering or Business), business related study experience and English-
requisites	language skills at B2 level.
Level	Bachelor = NLQF 6
Grading scale	1 up to 10, 1 dec.

Assessment methods and	Type of assessment	Grade weighting	Criteria
criteria	P1 Project Allround Designer Innovation	1	Higher or equal to 5.5
	P2 Project Allround Designer	0	Higher or equal to 5.5
	Innovation: Innovation Development Tools		
Language of Instruction	English		
Name of	For information about the lecturers you can contact Martijn Verkuijl		
lecturer			
Mode of delivery	Face to face		

Course sum	marv
	DMOD1.24 ECTS credits: 5 Level: Bachelor's degree (full-time)
Course Title	Module 1 (Workshop International Week, Professional Life, Open Subject Module 1)
Туре	Compulsory
Learning	
competences	
Learning outcomes	<ol> <li>Learning outcomes Workshop International Week:         <ol> <li>The student will be able to collaborate with people from other cultural identities.</li> <li>The student will be able to design for a client, will show understanding the clients needs for this assignment and will connect to a specific target group of the shop.</li> </ol> </li> <li>The student will be able to use a specific inspiration source as a starting point for designing a product and thus design an inspiring product for the ANNO Museum shop.</li> </ol>
	<ul> <li>Learning outcomes Professional Life:         <ul> <li>The student shows that he/she has a good overview of the job opportunities for recent graduates in the current field of work. The student can proactively explore these options and make choices that match his/her professional identity.</li> <li>The student shows that he/she is aware of his/her personal competences and talents and the student is able to communicate this professional identity in a convincing way.</li> <li>The student is able to estimate the financial aspects of a design project and draw up a project quotation based on this.</li> </ul> </li> <li>Learning outcomes Open Subject Module 1:         <ul> <li>The students is free to choose an activity or subject that fits/is relevant to the general purpose of the minor Allround Designer. The choice of the student must be approved by the minor coach. Free project or subject. Students have a free choice as long as the topic is related to the Minor Allround Designer. The students make a proposal which must be approved by the coach.</li> </ul> </li></ul>
Course content	No past activities are allowed. Hobby projects are excluded.  Workshop International Week:  During the module International week, you will undertake a real life, one week, project
	together with other international students. The objective is to create a tangible project result in a very short time in an international context. Your project is assigned by an external client. Generally this project will be more in the conceptual phase of a product development project.
	Professional Life: The module Professional Life provides all the tools you need to successfully start your career. Besides learning how to create, check and enhance your portfolio and using social media professionally, you will also learn about the ins and outs of running a small business.  Topics covered include:  The design office A professional LinkedIn page
	<ul><li>Your portfolio</li><li>Choosing a job</li></ul>

	Annhing for a job				
	Applying for a job  Pin Line				
	Pitching				
	Meeting alumni				
	Protecting your ideas				
	Networking				
	Website setup				
	Start-up subsidies				
	Open Subject Module 1:				
	For the Open subject you are free to choose a	n activity or subj	ect that is relevant to the		
	general purpose of the exchange programme	All-round Design	er. Your choice must be		
	approved by the programme coordinator. Hob	by projects are e	xcluded.		
Planned	Project activities, lectures. lessons, coaching a	and workshops.			
learning					
activities and					
teaching					
methods					
Recommended					
or required					
reading and					
other learning					
resources /					
tools					
Prerequisites	You are required to have two years of Bachelo				
and co-	Bachelor's degree in Engineering or Business)	and English-lang	guage skills at B2 level.		
requisites					
Level	Advanced				
Grading scale	1 up to 10, 1 dec.				
Assessment	Type of assessment	Grade	Criteria		
methods and		weighting			
criteria	P1: Module 1 Workshop International Week	1	Higher or equal to 5.5		
	P2: Module 1 Professional Life	1	Higher or equal to 5.5		
	P3: Module 1 Open Subject	0	Higher or equal to 5.5		
Language of	English				
Instruction					
Name of	For information about the lecturers you can contact Martijn Verkuijl				
lecturer					
Mode of delivery	Face to face				

Course summary			
VOE Code: EDMOD2.24 ECTS credits: 5 Level: Bachelor's degree (full			
Course Title	Module 2 (Designing Interactive Products, Open Subject Module 2)		
Туре	Compulsory		
Learning competences			
Learning	Learning outcomes Designing Interactive Products:		
outcomes	Technology is increasingly integrated in everyday products. Interacting with products often includes interacting with technology. It is therefore important for the designers of such products that they are familiar with these technologies and that they can design and prototype interactive products. Moreover, the interaction with products greatly influences the way users experience the product. Students that finish this course show they can design and prototype experience-based interactive products.  1. The student understands how interaction design affects how users experience a product and demonstrates this in the design of user-product interactions that suit the desired product experience.  2. The student prototypes an interactive product using at least an Arduino, a sensor and an actuator.		

	3. The student gathers online information on relevant examples, software and hardware, and integrates/translates this to his/her own application.				
	Learning outcomes Open Subject Module 2:				
	The students is free to choose an activity or subject that fits/is relevant to the general				
	purpose of the minor All-round Designer. The choice of the student must be approved by the				
	, ,				
	minor coach. Free project or subject. Students have a free choice as long as the topic is related to the Minor All-round Designer. The students make a proposal which must be				
	approved by the coach.	idents make a pr	oposai wilicii iliusi be		
	approved by the codem.				
	No past activities are allowed. Hobby projects a	are excluded.			
Course content	Designing Interactive Products:				
	In Designing Interactive Products you will creat				
	so, you will acquire the tools, knowledge and sk	alls for designing	and prototyping interactive		
	products. We will cover subjects such as:	) o o i a n			
	<ul><li>User-product interaction / Interaction D</li><li>User experience</li></ul>	resign			
	Sensors and actuators				
	Programming Arduino				
	Prototyping				
	Open Subject Module 2:				
	For the Open subject you are free to choose an				
	general purpose of the exchange programme All-round Designer. Your choice must be				
	approved by the programme coordinator. Hobb	y projects are ex	cluded.		
Planned	Lessons, workshops and coaching.				
learning					
activities and teaching					
methods					
Recommended					
or required					
reading and					
other learning					
resources /					
tools	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \				
Prerequisites	You are required to have two years of Bachelor				
and co-	Bachelor's degree in Engineering or Business) and English-language skills at B2 level.				
requisites Level	Advanced				
Grading scale	1 up to 10, 1 dec.				
Assessment	Type of assessment	Grade	Criteria		
methods and	<b>7.</b>	weighting			
criteria	P1 Module 2 Designing Interactive Products	1	Higher or equal to 5.5		
	P1 Module 2 Open Subject	0	Higher or equal to 5.5		
Language of	English				
Instruction		_			
Name of	For information about the lecturers you can contact Martijn Verkuijl				
lecturer Mode of delivery	Face to face				
MODE OF BEIVERY	Face to face				