

Embedding Cultural Design in Product Design Syllabus

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Abstract

Cultural design employs cultural features to create cultural products which are sold widely around the globe. When it comes to design schools and academies, we can notice that teaching product design concentrates on the design process, drawing skills, and recently computer-aided design (CAD). It pays less attention to design approaches such as cultural design. In this paper, we investigated how to embed cultural design in product design syllabus to let students discover new areas of product design and gain deep experience which will be useful for them in labor market afterward. A design project was prepared to be introduced to a group of product design students. It aimed to let them understand the cultural design concepts and afterward they spent six weeks working on their projects to present a final cultural product.