

3-Dome the new horizon in camcorder business

Case Study, 98 IDEA Gold Award Winner

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Abstract

This is an Case study of In-house Design activities pursuing design innovation, 3-Dome, 3-Dimensional Digital Camcorder, which was awarded a gold prize from IDSA (Industrial Design Society of America) in 1998. 3-Dome is one of the future concept design done by Samsung Electronics corporate design center, Seoul, Korea.

The article is overall overview on the project, Those are the main goal, process and the essence how designers define problems and its solutions. the Author, at that moment, was one of the Task force team members from different division, especially, was deeply involved in concept building, solving problems, developing design details and color scheming. This innovative result shows a potential possibility of a role of design could leading the interdisciplinary fields, for instance, technology, marketing and so, through wholly understanding the future users.

Keywords

Innovation, Digital, 3-D, Futuring

The Role of Industrial Design in Product Competitiveness

A Case Study in an Indonesian Electronic Industry

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Abstract

This study examines how industrial design plays its role in product competitiveness. The study was conducted in an Indonesian electronic industry that for over a decade has utilized industrial design in product development process. In the study, two research methods were applied to reveal how industrial design contributes to the company's product competitiveness thus directly enhancing the business performances of the company. By using an ethnographic approach, interviews were undertaken to figure out the background and the development of industrial design in the company. In addition, a questionnaire was administered to measure the company's staff perception on industrial design role in product competitiveness. The measurement is based on the concept of product competitiveness factors. In the conclusion, this study confirms how industrial design in the company can be a competitive advantage and a significant factor for the business strategy in the future. Along with that, several factors will be discussed regarding industrial design development in the company.

Keywords

Industrial Design, Product Competitiveness, Electronic Industry