

ENGAGING INNOVATIVE KNOWLEDGE THROUGH APPLIED
QUALITATIVE RESEARCH

MCAST 2nd ANNUAL CONFERENCE IN QUALITATIVE RESEARCH METHODS



The product design mindset as of 2022



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“The Product Design Advocate:
seeking clarity: ”

Transitioning from personal conviction, resolving stakeholder ambiguities, and establishing a coherent contemporary approach at MCAST College to address the evolving profession

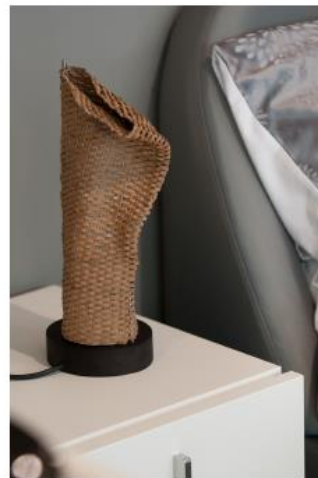
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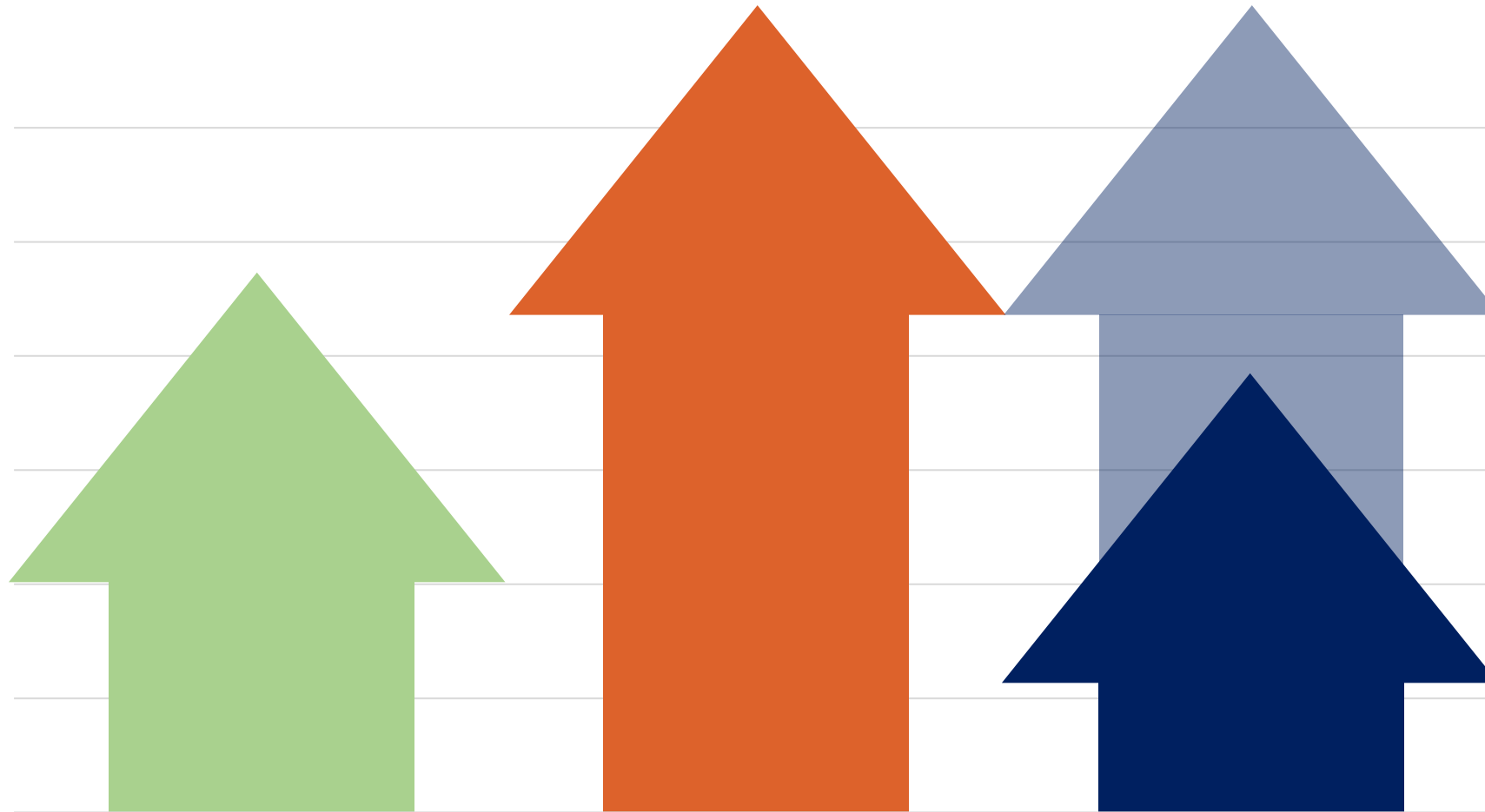
// I joined MCAST in 2005 armed with my A Levels and some basic skills in carpentry and tailoring. Five years later, after graduating with an MCAST degree, I joined a design team as product and interior designer. I eventually focused my design skills entirely on product design. I cannot describe the satisfaction I feel at being able to realise my own designs within real-life settings for highly-esteemed clients. //

REBECCA CILIA,
Freelance Product Designer
BA (Hons) in 3D Design and Interiors
Founding member and President of
DESIGNMALTA



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Becky

Industry

MCAST

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AINSLEYVELLA



Xwejni
collection



dyson



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Phase 1

- ✓ Identifying and researching needs
- ✓ Generating creative design concepts
- ✓ Employing appropriate design methodologies
- ✓ Coordinating teams
- ✓ Fostering design thinking
- ✓ Addressing social, moral, and environmental responsibilities
- ✓ Sustainability
- ✓ Circular economy...

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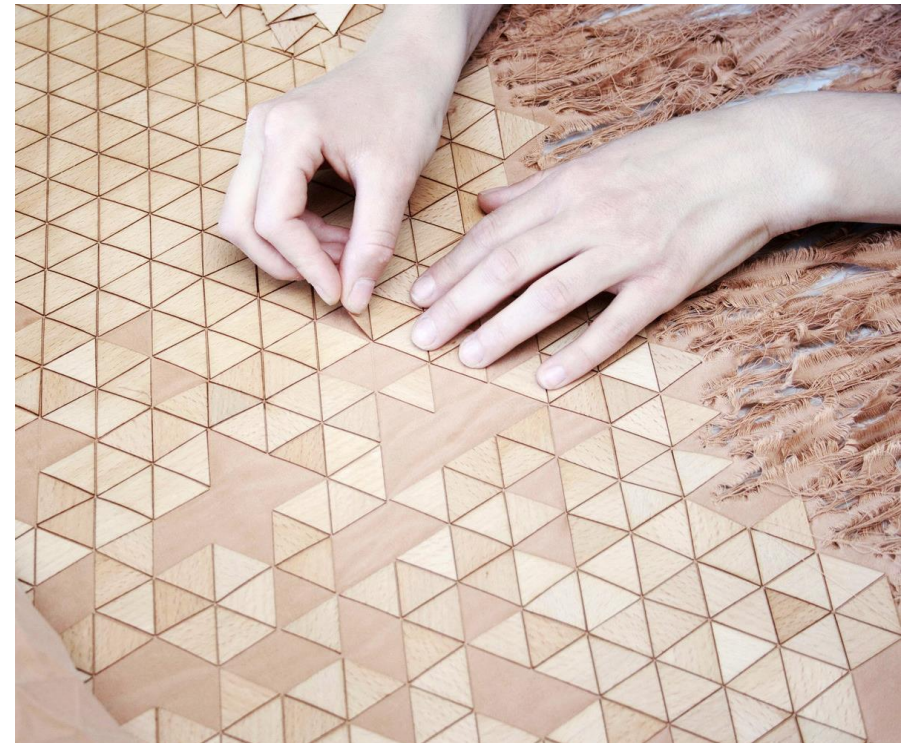
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Speculative design



Design craft



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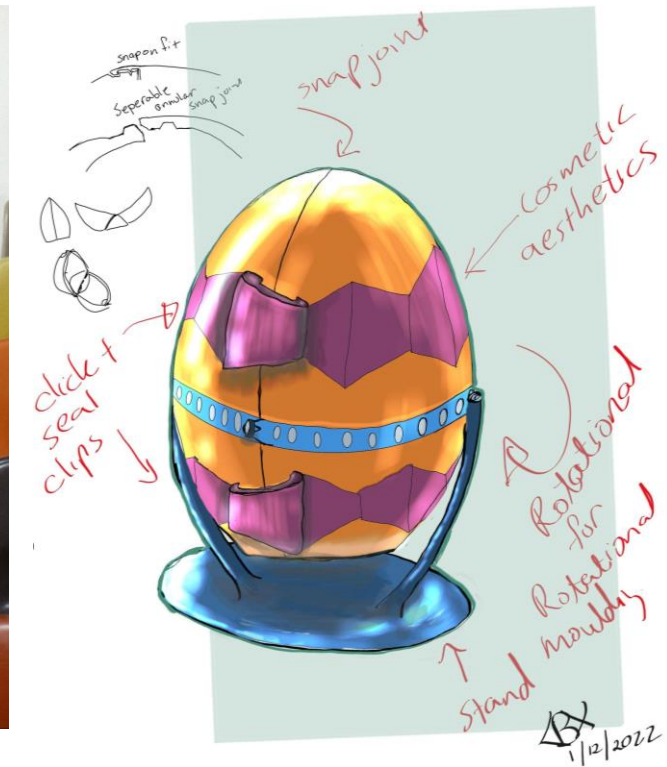
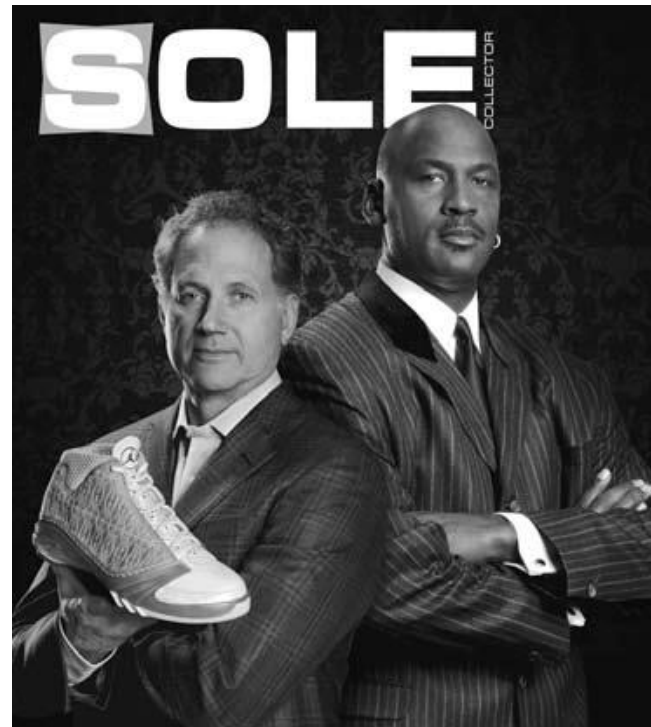


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Who is a Product Designer?"



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“The Product Design Advocate:
Defined: ”

- ✓ Creative Design Thinker
- ✓ Problem-Solver
- ✓ Adopt Systematic Design Methodologies
- ✓ Understanding and Define a Brief
- ✓ Human-Centred Designer
- ✓ Consider Costs and Global Issues
- ✓ Effective Communicator
- ✓ Multidisciplinary Project Manager
- ✓ Researcher
- ✓ Manufacturing Knowledgeable individual
- ✓ Quality controller
- ✓ Root Cause Analyst

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THANK YOU

