

TRADITION & INNOVATION THOURGH INDUSTRIAL DESIGN **(HOKURIKU)**

1. PURPOSE OF THE COURSE

The purpose of this course is to pursuit for quality of design through comparing the Mexican culture with Japanese culture and confirming the each features and common points in both culture. Moreover, this course will give the chance to build a design concept from a global viewpoint and to design based on the material and technology in Japan and Mexico.

2. TRAINING PROGRAM

(1) Target Area

Industrial Design on Products

(2) Training Implementation

- **Instructional Method:**
Several advisors will supervise participants and receive consultation from participants.
- **Training theme**
Thesis settled by training institution: 60% (Ex.,etc.)
Thesis settled by participants: 40% (The contents should be discussed with advisors)
- **Monitoring and consultation**
Participants should present progress or result several times on each subject.
Hearing on proceedings will be held once a week (Frequency of hearing will depend on necessity)
- **Study Trip**
Short study trip will be held and research on design in summer vacation of training institution.

(3) Outline of the Program

- **General Orientation and Japanese Language Program**
The General Orientation and Japanese Program are organized at the Osaka International Centre (OSIC) of JICA prior to the technical training, to assist participants in understanding Japan and adjusting themselves to life in Japan, and thus to facilitate effective training.
- **Technical Training**
 - a. **Research and Analysis**
 - Research of Product and Japanese Traditional Culture
 - Practice of Marketing
 - b. **Planning**
 - Practice of Concept Making
 - c. **Design Developing**
 - Practice of Designing
 - d. **Rendering**
 - Practice of Sketching
 - Practice of Drafting
 - e. **Modeling**
 - Making Models with Real Material

f. Summary

- Practice of Making Presentation using Model and Computer Graphics

*During the training course, the participants will visit industrial companies to know actual designing and manufacturing in Japan.

3. NUMBER OF PARTICIPANTS TO BE ENROLLED

Up to (2) persons

4. TRAINING DURATION

From Mar 7, 2010 to November 11, 2010

(1) Briefing

March 8, 2010

(2) General Orientation

From March 10, 2010 to March 12, 2010

(3) Japanese Language Program

From March 15, 2010 to April 30, 2010

(4) Technical Training

From May 6, 2010 to November 11, 2010

5. TRAINING INSTITUTION

(1) General Orientation / Japanese Language Program

Osaka International Centre (OSIC), JICA

No.25-1, Nishi-Toyokawa-cho, Ibaraki-shi, Osaka 567-0058, Japan

Tel: +81(*)-72(**)-641-6900 Fax: +81(*)-72(**)-641-6910

URL: <http://www.jica.go.jp/worldmap/english.html#osaka>

(2) Technical Training

Hokuriku Branch Office, JICA

Rifare Bldg (Office Tower) 4F, 1-5-2, Honmachi, Kanazawa-shi, Ishikawa-ken, 920-0853, Japan

Tel: +81(*)-76(**)-233-5931 Fax: +81(*)-76(**)-233-5959

Faculty of Art and Design, Toyama University

180 Futagami-machi, Takaoka-shi, Toyama-ken 933-8588

Tel: +81(*)-766(**)-25-9111 Fax: +81(*)-766(**)-25-9216

(*) country code of Japan (**) area code

6. CONDITION OF APPLICATION

Applicants must submit the attached annex about the followings with portfolio, photos of the works or sketches to demonstrate the ability to accomplish the courses of industrial design. (If the portfolio is designed by team, please make it clear which part is your own work.)

- i) Educational background related to industrial design (what you learned at school)
- ii) Work experience related to industrial design (if you are working on any specific industrial design project, please describe and explain what kind of skill you want to acquire through this course)

And other necessary requirements are below;

(1) Applicants must have an adequate basic knowledge of design theory and presentation techniques such as sketching, modeling and rendering.

(2) As a rule, applicants must be teachers in the area of design at present, or have job records as a industrial designer in private company.

(3) Applicants must have an adequate ability in English conversation to be able to perform satisfactorily in the course. And also applicants should try to learn Japanese language continuously from when they apply this course because the communication with some instructors and university students in Japanese is essential to enrich the training contents.

(4) Applicants must be of sound mind and body. (Pregnant women can not be accepted.)

(5) Applicants must not be presently serving in the military.

(6) Applicants must set clear purpose on this training course

7. CONDITION OF Faculty of Art and Design, Toyama University

(1) Training circumstances

- Facilities of training institution

Training room: Desk and chair, laptop personal computer (with IP address), printer

Material processing room: metal, wood and plastic processing machine

Room for CAD (computer aided design) /CAM (computer aided manufacturing)

- Feature of Surrounding area

There are so many local industries such as Takaoka lacquer craft, Takaoka copper craft, Inami fanlight, woodcarving etc. Manufacturing is very active in this region.

(2) Expertise area of advisor

- Professor Matsubara:

1) Major: Design Management, Car Design

2) Subjects in charge

Communication and outline of design, The way of idea generation, Outline of design management, Practice, Research method on design, Preparation of action plan, etc.

- Professor Maruya

1) Major: Design of furniture ,welfare apparatus, interior

2) Subject in charge

Spatial design (Furniture), Spatial design (interior), Method of composing furniture

3) Scope of study

Recycling society, Realizing barrier free design or universal design in daily life utilizing local

materials, Development of welfare apparatus

● Professor Yaguchi

1) Major: Design of audio visual equipment, Development of industrial products in harmony with environment, Universal design

2) Subjects in charge

Idea of shape, Practice of forming idea, Practice of design drawing, Exercise and practice on product design

(3) Past achievements

Received 2 persons in 2006

(4) Output of past participants

The outputs of past participants are below:

- Lighting equipment
- Foldable bike
- Mobile phone

ANNEX Japan-Mexico Exchange Program 2009

Course title	
Your Name (Full Name)	
Where to contact	Tel. Fax. Email.
TOEFL Score	Total
Educational background related to industrial design *Describe what you learned/are learning at school.	
Work experience related to industrial design	
Computer Graphics software which you can use	
Describe the subject of your interest and explain what kind of skill you want to acquire through this course and the reason why do you choose this course.	

Explain how you would like to use your training experience on your return.

Introduce yourself

Applicants must attach portfolio or photos of the works or sketches to demonstrate the ability to accomplish the courses of product design.