19th International Project Week 2017  
15th – 19th May 2017

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University/Company: The British University in Egypt

Country: Ägypten

Video Presentation Techniques for Demonstrating the Shape, Functionality and Sustainability Studies of Technical Products

Content:
- video design elements
- development of a storyboard
- the power of attraction
- material, colour and texture
- cameras, lights and shadows
- rendering and photorealistic effects
- sustainability studies

Methods:
- demonstrative lectures
- hands-on implementation on relevant software (SolidWorks 2016)
- applied project based assessment

Competences and skills to be acquired:
- graphically express the shape and functionality of technical products
- employ various graphical design differentiation and selection techniques
- develop artistic creativity approaches for non-artistic technical products
- conduct sustainability studies on the complete life cycle of a technical product
- promote an appreciation of the environmental aspects of the complete life cycle of technical products from design to end of life

Prerequisites:
Basic understanding and practice of 3D modelling software

Language of instruction: English

Recommended for: Engineering