



FACULTY OF ENGINEERING

DEPARTMENT OF MECHANICAL ENGINEERING

REPORT ON GUEST LECTURE

Date: 10/02/2016

Venue: First block MBA auditorium.

Time: 11am-12pm

Attended by: 4th, 6th and 8th Semester students (All sections)

Guest Name: Mr. Martin Fiddler,

Senior Lecturer from School of Engineering (Mechanical),

Faculty of Computing, Engineering and Sciences

Staffordshire University

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Introduction of guest by: Prof. Ajith Gopinath

Topic: Engineering product design - good and bad

Mr. Martin Fiddler gave a broad overview of engineering product design in the industries, Various processes involved in the development of the product like Product Planning, Identification of customer needs, The Design Brief, Establishing the product design specification, Concept generation, Concept selection, Concept testing, Refinement of Specifications, Project planning, Economic analysis, Benchmarking of competitive products, Modelling & prototyping.

He also spoke on the wide opportunities for the product designer, various case studies were taken to explain the development of the product from its initial stage till it is marketed, various factor affecting the design, Economic analysis. Different types of Good and bad designs of the product prevailing in our current day world were briefed.

Remarks by Guest

Excellent appraisal from students and faculties.

Photos of Guest lecture



Welcome address by Prof. Ajith Gopinath



Mr. Martin Fiddler delivering the lecture.



Student participation in the Guest lecture



Vote of thanks and honoring the guest with the memento.