

Emotional Products Exploiting the Merger of Industrial & Engineering Design

For the last eight years, researchers at the University of Malta have been engaged in understanding the challenges of designing emotionally pleasing products. By performing this work on a number of artefacts ranging from cosmetic packaging for the make-up sector, digital camera enclosures to hand prosthesis, the researchers have been able to generalize an approach they term *EngUstrial design* that systematically merges industrial and engineering design mind-sets. This presentation will explain the rationale and underlying principles of this innovative approach, whilst present a number of examples including the design of a prosthetic hand. In conclusion, this presentation will outline impacts this approach has on design education and the development of intelligent CAD systems.