

INDUSTRIAL DESIGN STUDIO II: Industrial Design 264 (sophomore/second year spring term studio course)
New Jersey Institute of Technology

Instructor: Ran Lerner

Product Design: Tabletop Collection for Cambridge Silversmiths

In a sponsored sophomore studio, students are asked to design a tabletop collection for Cambridge Silversmiths, a company in the tabletop and accessories business since 1956, and headquartered in Pine Brook, New Jersey. The collection must include no fewer than four separate items (coasters, glasses of different sizes, serving trays, pitchers, utensils, etc.). The project requires research into the ergonomics of household tabletop items, market demand, manufacturing processes, and the general presence/brand of the studio sponsor.

During the two-month project, students are required to go through the ideation stage using a combination of traditional and digital media, create digital prototypes, propose manufacturing processes, and produce physical prototypes for competitive judging.