

PRIOR PERCEPTIONS

- **There is a disconnect between industry & academia**
- **The academic research does not match industries needs**
- **There is a lack of mutual understanding**
- **Barriers to industry adopting academic design research**

REVIEW OF 9 UNIVERSITIES

- **Visits were made to Universities with an engineering design pedigree**
- **Discussions with senior staff against key questions**
- **Visit to facilities**
- **Follow on discussions with industry**
- **Concluding report**

UNIVERSITIES

- BATH
- CAMBRIDGE
- COVENTRY
- HULL
- IMPERIAL COLLEGE
- LIVERPOOL
- NEWCASTLE
- STRATHCLYDE
- WALES INSTITUTE, CARDIFF

UNIVERSITY FINDINGS

- **Design research on new products-matls. selector, pavilion designs, electronic publishing, medical equipt life support systems, etc.**
- **Design business process research, virtual design teams, performance analysis, product development communications**
- **Research on design software tools-DFM,DFA,DFS,TCE,SCONES.**
- **Well equipped facilities for industry**

INDUSTRY FINDINGS

- **A very positive response towards design research and collaboration.**
- **Competitiveness & productivity enhanced-time, cost, quality.**
- **Gained the benefits of best design practice & introduced globally.**
- **Recognised & required forward thinking of academic design staff.**

CONCLUSIONS

- **Vigorous & exciting academic- industry design research found in focussed study.**
- **Good collaboration with SME's & OEM's.**
- **Real value adding product & process deliverables to industry.**
- **Research staff are meeting industry needs as well as achieving 4 plus RAE ratings.**
- **New research funds & "Visiting Designer" essential to build on existing practice.**