

ELECTRONIC KNOWLEDGE & DESIGN TECHNIQUES

Introduction

With intensifying market competition for the Hong Kong toy industry recent years, it is essential to add new elements to your products, such as electronic components with sound effects, motion detection and remote control, to meet the market demand for innovative, higher quality products. Electronic knowledge, therefore, has growing importance to the design of toys.

Course Objectives

This course covers fundamental electronic knowledge, product design development and the technologies and principles of electronic toy design, aiming to equip participants with the needed knowledge to grasp the most updated technology in the developmental process of electronic toys.

Who Should Attend

The course is tailor made for toy designers, engineers or executives who wish to enhance their knowledge in electronics and the technical aspects of the development of electronic toys. Those who would like to start their careers in the electronic toy industry are also welcome.

Course Outline

(A) Basic Knowledge on Electronic Toy Design	(B) Categories of Toys
<ul style="list-style-type: none"> ✧ Understanding Technical terms ✧ Electronic Design ✧ Mechanical Design ✧ Aesthetic Design ✧ Introduction to International Standards for Electronic Toys 	<ul style="list-style-type: none"> ✧ Different Types of Electronic Toys <ul style="list-style-type: none"> ➢ Interactive ➢ Radio Control ➢ Educational ➢ Robotic
(C) Features of Electronic Toy Design	(D) From Concept to Products
<ul style="list-style-type: none"> ✧ Basic Control <ul style="list-style-type: none"> ➢ Sound, motion detection, contact, shock sensor, solar electronics ✧ Sound Effect <ul style="list-style-type: none"> ➢ Music, melody and vocal ✧ Radio Control <ul style="list-style-type: none"> ➢ Vehicle ➢ Boat ➢ Aircraft ✧ Microprocessor Control ✧ Electronic Educational Toy 	<ul style="list-style-type: none"> ✧ Product Life Cycle ✧ Design Specification ✧ Realization of Creative Concepts ✧ Aesthetic and Industrial Design ✧ Computer-aided Industrial Design
	(E) Case Studies
	<ul style="list-style-type: none"> ✧ Interactive toy ✧ Educational toy ✧ Wireless toy ✧ Robotic toy

Organizer:



Co-organizer:



Supported Organization:



About the Speaker

Mr Geddy Lee is a lecturer at the Hong Kong Institute of Vocational Education (Tsing Yi) teaching product and toy design engineering. Mr. Lee graduated from the Hong Kong Polytechnic University, with a Degree in Industrial Design and a Master Degree in Engineering Business Management. Prior to his teaching career, Mr. Lee worked for several international companies and design consultancies as senior designer in the Toy and Product Design field.

Mr Henry Lau received his M.Sc. and MBA degrees from the UK and USA respectively. He has more than 21 years of experience in designing RF systems, products and RFICs in both Hong Kong and the USA. He worked for Motorola and Conexant in the USA as Principal Engineer on developing Radio Frequency Integrated Circuits for cellular phone and silicon tuner applications. Mr Lau holds five the USA patents and has one patent pending. He is currently running Lexiwave Technology Ltd., a fabless semiconductor company in Hong Kong and US designing and selling integrated circuits for consumer product and toy industries.

Course Details

Course Date and Time	16-17 August 2010 (Monday & Tuesday) 09:30-17:00
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon
Course Fee	✧ Regular Fee: HK\$2,500 ✧ Early Bird: HK\$2,250 (Register and pay on or before 2 August 2010)
Award of Certificate	A Certificate of Completion will be awarded to participants who have attended through the 2-day training
Medium of Instruction	Cantonese (with English terminology)

Application Procedure

To enroll, please complete the enrolment form and send it together with the appropriate fee to:
Holly Ip, PTI 3702, 3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon

**All cheques should be crossed and made payable to "Hong Kong Productivity Council"*

Enquiry

Hong Kong Productivity Council

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