Seminar

Advanced Design Theories and Technology

for Complex Systems (6)

August 16, 2013, Tsinghua University, Beijing

Keynote Speaker

Dr. Panos Y. Papalambros
Professor of University of Michigan

Topic

Design Science and Optimization:
Analysis-based Design of Products and Systems

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Introduction to the keynote speaker

Dr. Panos Y. Papalambros
Professor of University of Michigan

Lecture Topic:
Design Science and Optimization: Analysis-based Design of Products and Systems

Abstract
Design Science studies the creation and embedding of artifacts in our lives and the attendant consequences for users and society, integrating quantitative and qualitative analysis techniques from a diversity of other fields, including engineering, business, behavioral and social sciences, computer science and industrial design. This talk presents an analytical approach to product and system design based in part to the mathematical optimization paradigm, along with implications for design research and education. A brief overview of the Integrative Systems + Design Division and the Design Science PhD Program at the University of Michigan will be also offered.

Panos Y Papalambros is the Donald C. Graham Professor of Engineering and Chair of the Integrative Systems + Design Division at the University of Michigan. He is also a Professor of Mechanical Engineering, Professor of Architecture, and Professor of Art and Design. He holds a diploma in mechanical and electrical engineering from the National Technical University of Athens and M.S. and PhD degrees in mechanical engineering from Stanford University. He is co-author of the textbook *Principles of Optimal Design: Modeling and Computation* (1988, 2000). His research and teaching interests include design science, design optimization, and product and systems design. He was the founding director of the Design Science Doctoral Program at the University of Michigan.