Opponent review of doctoral dissertation work of Martin Ondra

Current topic of dissertation thesis.
Martin Ondra, Ph.D student in his dissertation work BRAND IDENTITY IN DESIGN OF INDUSTRIAL PRODUCT examines actual approaches to a design process during the product development. Only personal fine art talent and intuition in shaping process is substituted by special universal methodology, which collects all of significant signs of particular brand and systematically sets them for usable inspiration patterns. This process can be even supported by specific PC software, what makes this creative work more effective and quick. Unique author’s opinion for a product shape is appropriately regulated by specific rules of Corporate design. It is advantageous especially in designing of various products from the one Brand, or during the access of external designers to firms, or in the time of personal changes in Internal design department. The Brand visual continuity stays protected. Although sometime it may seem as limiting for the author, but the truth stays in opposite side. It may be very potential inspiration tool. Ph.D student analyses the shapes of product thru mathematically represented sets of numbers, useful not only for typical designing practise, but also for graph visualisation and statistical research. These sets of numbers cover more problems of effective forming of product. From an ergonomic, production materials, technology, shaping, to a colour composition. Mr. Ondra proves this fact on real solutions from spectra of the NAREX products. Practical explanation of this creative principle is praiseworthy.

Fulfilling the aim of the dissertation thesis
The proclaimed aim of the dissertation thesis was fully achieved and it carries strong potential to use the results in future scientific career, in academic lecturing and in professional life.

A research procedure for examining the problem with the specific contribution of the doctoral candidate. Methodology and systematization of the research
Research methodology is relevant for the 3rd. level of university study. The way of obtaining their administration and processing to usable information are effective. It allows to manage the results to fulfil the aim. These results are competent, detailed and interesting. In my opinion Ph.D student could orient more interest to critical analyse of differences, strengths, weaknesses, opportunities between old-school approach to designing and the new style of work.

Content and results of doctoral research. Importance for practice or for the development
The doctoral work is sufficiently comprehensive. Author provides a number of detailed views on the issue.
The topic of this dissertation work is suitable especially for The Theory and Methodology of design lecturing. It is very valuable if the people from practice bring the tested theories, which are fully functional and usable in the wide selection of corporations. This doctoral work has strong potential for the next discovering and for using in academic field.
The formal form of dissertation and its language level
A range and visual form of the text content is adequate and transparent. The Illustrations and other picture materials relevantly support the intelligibility of content and they are the asset for graphic look of the work.
The style of written communication is professionally cultivated, relevant and formal.

I recommend granting the Ph.D degree.


I agree with the Ph.D student Ing. Martin Ondra’s theses BRAND IDENTITY IN DESIGN OF INDUSTRIAL PRODUCT and I consider them the appropriate basis for doctoral research.


Question for discussion

Is the old approach to the designing of designers based on the work of one designer - the master of his craft, using his intuition in the shape of similarity between the proposed items of one brand as effective as the new method which is presented by doctoral candidate in his work?