

Selection of Materials and Manufacturing Processes for Engineering Design

MAHMOUD M. FARAG BSc, MMet, PhD

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MAHMOUD M. FARAG BSc, MMet, PhD
*Professor of Engineering
American University in Cairo*

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Preface

The introduction of a new engineering product or the changing of an old model involves reaching economic decisions, making designs, selecting materials and choosing manufacturing processes. These activities are interdependent and should not be performed in isolation from each other. This is because the materials and processes used in making the product can have a large influence on its design, shape, cost and performance in service. For example, making a part from injection-molded plastics instead of formed sheet metal is expected to involve large changes in design, new production facilities and widely different economic analysis. The further the design process proceeds the more difficult it is to consider alternative materials and manufacturing processes. Thus careful consideration should be given to materials and process selection in the earliest stages of design and decision making.

With the increasing pressure to produce cheaper and more reliable components and with the greater number of new engineering materials and manufacturing processes that are now available, there is a growing need for an integrated approach to economic analysis, design and materials and process selection. The integrated approach will make it easier to achieve the optimum component that will combine the functional requirements with reliability at a competitive cost. However, this task is not easy, especially in the context of today's technical and social climate where a large number of factors, not all of which are necessarily compatible, have to be taken into consideration. These factors are usually so diverse that it is seldom possible for one individual to be thoroughly conversant with all of them. At the same time, however, the engineer cannot afford to overlook any of these factors. Above all, the engineer must know how all these considerations fit together, what interactions are possible and what sort of tradeoffs can be made. The increasing use of computers in the various stages of product development has made the integrated approach easier to attain. Computer aided design, computer aided manufacture, computer aided economic analysis and computerized materials properties data banks are among the tools that are now available to the engineer.

The objective of this book is to provide both the technical and economic backgrounds that will enable the engineer to integrate the various activities involved in product development in order to arrive at the optimum solution for a given application. The book contains 25 chapters which are divided into four parts. Part I discusses the behavior and processing of engineering materials including metals, polymers, ceramics and composite materials; a discussion of the different causes of failure of components in service is also included. Part II introduces the elements of engineering design, reviews the different methods of decision making and discusses the effects of material properties and

manufacturing processes on design. A review of the concepts of computer aided design and computer aided manufacture is also included. Part III reviews the economic concepts that are involved in design, materials selection and manufacturing. Part IV reviews the different methods of selection and uses case studies to illustrate the integration of design principles, economic analysis, manufacturing methods and materials selection. In view of the breadth of the subjects covered and in order to keep the length of the text within reasonable limits, only information that has direct relation to the objective of the book is presented. Selected references are given at the end of each chapter to allow the reader to find more detailed information. Whenever possible, examples and case studies are given to illustrate the practical application of the presented material, while questions and problems are given to help in reviewing the material. Appendices which give the properties of selected engineering materials and principles of engineering statistics are also included.

This book is written at the level of senior undergraduate or graduate engineering students; however, practicing engineers will also find the subject matter interesting and useful. Although the text is mainly written in metric units, English units are also given whenever possible. Appendices are also provided to give easy conversion between the two systems of units.

Mahmoud M. Farag

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Chapter 1

The Activities Involved in Developing a Concept into a Finished Product

1.1 INTRODUCTION

The introduction of a new product or changing an old model involves carrying out a feasibility study, making designs, reaching economic decisions, selecting optimum materials, choosing appropriate manufacturing processes, planning and scheduling of various activities, developing the market, selling the product and arranging for after-sales service. These diverse activities are interdependent and should not be performed in isolation from each other. This is because it is not sufficient that the design of the product should satisfy the technical requirements, it must also be possible to manufacture it with the available facilities and to sell it at a competitive price.

The main objective of this chapter is to outline the spectrum of activities that are involved in developing a new product, starting from the conception of the idea and ending with the marketable product. This chapter will also help in showing how the different topics that are discussed in this book fit into the total picture of the industrial enterprise.

1.2 STAGES OF PRODUCT DEVELOPMENT

An industrial product is normally expected to satisfy a certain demand and to give satisfaction to the user. A product usually starts as a concept which, if feasible, develops into a design, then into a finished product. While each engineering product has its own individual character and its own sequence of development events, there is a general pattern for the various stages that accompany the introduction of a new product, as shown in Fig. 1.1. To illustrate how the various stages could apply in practice, let us take a hypothetical case of a motor car company considering the introduction of an inexpensive fuel-efficient two-passenger (two-seater) model. This is based on the statistics that on about 80 percent of all trips American cars carry no more than two people and that in a little more than 50 percent of all trips the driver is alone. Such a car will be predominantly driven in city traffic, where the average vehicle speed is about 55 km/h (30 mph). Based on this concept and function, a feasibility study could be started. As a first phase of the project, assume it is decided to select a design concept which is based on the present traditional internal combustion engine technology. The company expects, however, that

Developing a Concept into a Finished Product

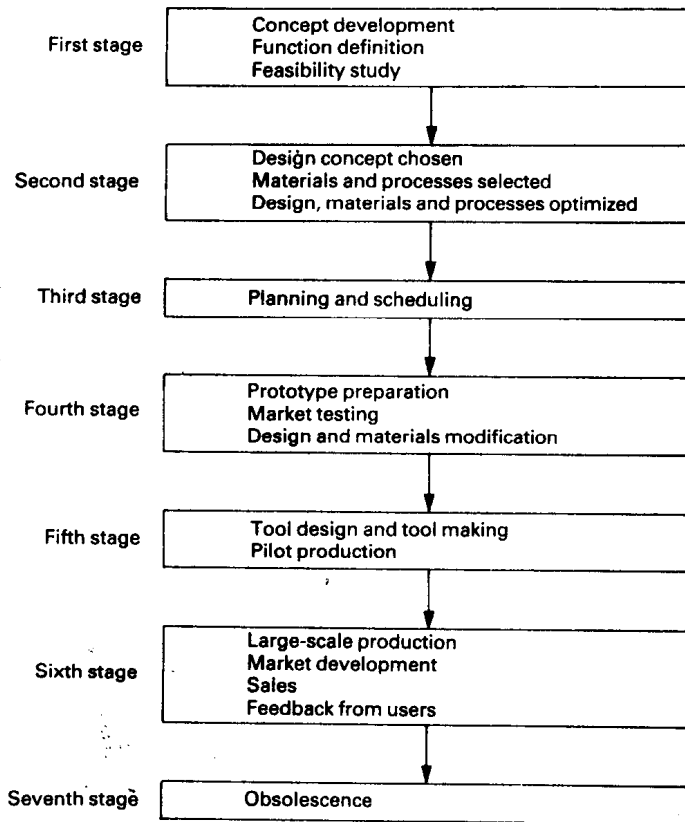


Figure 1.1 Stages of product development.

in view of the growing pressure to reduce pollution in large cities, a battery/solar cell-driven car could be in demand in the future. This concept is adopted as a second phase.

Having defined the overall concept and product function, the second step is the feasibility study where social, economic and legal issues related to the nature and functions of the new model are analyzed and questions related to the market and competition are posed. Important design features as well as the main manufacturing processes and materials requirements should be broadly outlined at this stage. More details about the feasibility study will be given in Section 1.3.

With such a new product (which has no precedent, since at present the only two-passenger models available are the relatively expensive and energy-inefficient sports cars) the first stage involves a large amount of creative work and innovation. In many cases of product development, however, an existing product is modified to suit other applications, to take advantage of new processes and materials or to improve its service performance. In the latter cases, the innovative part of the first stage may not constitute an important phase in product development, although economic analysis would still be required.

As a result of the feasibility study and the comparisons between the various design concepts, a final design concept is selected (Fig. 1.1, second stage). For the hypothetical case of the two-passenger car, let us assume that for the first phase of the project it was decided to select a design concept which would not require a major break with traditional automotive technology. The design limits that were imposed on the design for the first

phase are shown in Table 1.1. The relevant figures for a four-passenger car which is produced by the same company are included for comparison. Based on the imposed limits, a workable design will be developed and used as a basis for a more accurate estimation of the development costs. Optimization techniques are then performed to refine the design and to select the optimum material and processing route. Other related departments within the company, e.g. purchasing, quality control, industrial engineering, production and marketing, should be consulted to determine the optimum material procurement, manufacturing methods and sales of the product. The design of engineering components will be discussed in detail in Part II of this book while the selection process will be discussed in Part IV.

The third stage of product development is planning and scheduling in preparation for production. Planning consists of identifying the key activities and ordering them in the

Table 1.1 Comparison of design parameters for the proposed two-passenger car and an average four-passenger model

Design parameter	Range for 4-passenger car ^a	2-passenger car
Fuel consumption	10.4–25 km/l (25–60 mile/gal)	35 km/l (84 mile/gal)
Mass	900–1600 kg (2000–3600 lb)	500 kg (1100 lb)
Acceleration time from 0–90 km/h (0–50 mile/h)	10–15 s	15 s
Speed maintained on 5% gradient	100 km/h (55 mile/h)	90 km/h (50 mile/h)
Cost of the car	\$5000–12 000	\$4000
Safety requirement in US	30 mile/h crash test	same
Engine emission	EPA test limits	same

^aBased on figures given by Gray and Hippel (see bibliography).

sequence in which they should be performed; scheduling consists of putting the plan on a calendar timetable, as will be discussed in Section 1.5.

The fourth stage involves preparation of prototypes, preliminary production and market tests. In the case of our two-passenger car, the prototype is used for measuring aerodynamic drag forces, crash tests and consumer reaction. As a result of this development work, some design or materials modifications may have to be made. The fifth stage consists of tool design and tool making as well as pilot production. Even at this stage, some design and materials modifications may have to be made in order to suit large-scale production.

The sixth stage is commercial or large-scale production of the product, which is carried out concurrently with market development. The activities involved in launching the product will be discussed in Section 1.6. Feedback from users to evaluate the reliability of the product and its effectiveness in performing the intended function is useful in determining future modifications or developments. The availability of spare parts and maintenance facilities are also important factors that could influence the final level of product use. The factors affecting the reliability of engineering components will be discussed in Chapter 13.