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Office Hours: During class or by appointment

Teaching Assistant: Amira Ashraf
AmiraAshraf@cmail.carleton.ca
Office Hours: During class or by appointment

Time and Location: Please refer to Carleton Central under Student Services – Registration – Search Schedule: https://admissions.carleton.ca/faqs/where-can-i-find-the-class-schedule/

Course Description
Principles of comparative product design analysis covering marketing and sales, manufacturing techniques and materials, ambiance and qualities of the object/context relationship, and design analysis from the perspective of the designer, the end-user and the environment. Includes: Experiential Learning Activity. Also listed as ARCH 2101. Prerequisite(s): IDES 1000 or ARCH 2006. Lectures three hours a week.
Learning Outcomes

By the end of this course, students will be able to:

1. Demonstrate qualitative and quantitative comparative product analysis techniques.
2. Identify and describe fundamental human factors elements and evaluation techniques.
3. Disassemble, analyze, and identify product components and production techniques.
4. Describe products and environments using professional terms for ambiance, design language and principles.
5. Carry out and demonstrate application of preliminary research regarding market, use, manufacture, and environmental context along with observational research of product use.
6. Discuss the principles of sustainability of products and manufacturing methods.
7. Write a basic product design brief based on analysis process and findings.
8. Understand better the challenges and advantages to teamwork and the need to develop interpersonal team collaboration skills.
9. Demonstrate improvement in presentation and graphic skills and make group presentations of knowledge gained.

Course Deliverables

These are the deliverables for this course. Please see ‘Appendix A Course Schedule’ for more detailed information.

Course Assignments

Assignment 1: Students will work in teams to analyze various aspects of a consumer product according to material delivered in the course and will make final public presentations of their results. For this purpose, a portion of the class time will be allocated to teamwork and consultation with the instructor and teaching assistants.

Assignment 2: Students will individually complete one short assignment based on material studied in class and individual exploration in depth about a topic of interest to the student.

In class Midterm and quiz: There will be one midterm test and one in class quiz to evaluate comprehension of the assigned readings.
Course Evaluation

Assignment 1 - Product Analysis (team): 40%
Midterm Quiz: 20%
Assignment 2 – WDO and UN SDGs (individual): 20%
Final Quiz: 20%

Student Access to Quiz, Test and Exam Papers

Examinations are for evaluation purposes only and will not be returned to the student.

Required Materials

Materials required for the course are listed below. You may be asked by your instructor to refer to cuLearn for a more comprehensive list of required materials.

Course Reference Textbooks:


Additional readings may be added. You will be notified in advance.

Durable Consumer Product:

Required for Assignment 1 (to be purchased by team as advised in class).

Computer Requirements

Please refer to the computer requirements on the School of Industrial Design Website. You may be asked by your instructor to refer to cuLearn for other information or requirements related to computer work.
Individual/Group Work

Courses may include individual and group work. It is important in collaborative work that students clearly demonstrate their individual contribution.

Review/Presentation Attendance

Attendance at scheduled SID Reviews/Presentations is mandatory. These are equivalent to exams when indicated in the course outline. Failure to attend the Review/Presentation without reasonable cause, will result in a grade of F. Students arriving late for the Review/Presentation or not remaining for the complete session without approval from the instructor, will be addressed on a case-by-case basis at the discretion of the instructor.

If you are not able to attend a Review/Presentation, foresee arriving late or need to leave before it is complete, please email your instructor in advance explaining the reason for the situation. It is important that you provide a reasonable rationale for your absence, late arrival or early departure. In the event of an illness or death in the family, you will be required to sign a form verifying your claim and this form is available through the SID administration office.

Late Submission of Lecture & Studio Deliverables

Students who do not hand in deliverables on time will have their earned grade reduced by 10% per day up to a maximum of 3 days.

Participation and Professionalism

Active participation and professional conduct (e.g. class discussion, consultations with instructors, work ethic, etc.) are important in lecture and studio courses and may be formally evaluated by a grade. Professionalism also includes Carleton's Policy on Academic Integrity described in more detail below with links to content which you are required to review.

Academic Integrity
Carleton’s Policy on Academic Integrity is available at: [https://carleton.ca/registrar/academic-integrity/](https://carleton.ca/registrar/academic-integrity/) and covers the following topics:

**Plagiarism** (e.g. submitting work in whole or in part by someone else, failing to acknowledge sources through the use of proper citations when using another’s work).

**Test and Exam Rules** (e.g. attempting to read another student’s exam paper, speaking to another student even if the subject matter is irrelevant to the text, using material not authorized by the examiner).

**Other Violations** (e.g. improper access to confidential information, disruption in classroom activities, misrepresentation of facts for any academic purpose).

This policy governs the academic behavior of students. In industrial design, ideas and concepts come from a multitude of sources and may be modified and utilized in the design and development process. The student should reference such sources appropriately and it is strongly advised that you read Carleton’s Policy on Academic Integrity prior to conducting any work at the University.

**Requests for Academic Accommodation**

You may require special arrangements to meet your academic obligations during the term. For an accommodation request for any of the following topics below, refer to the link provided for more information: [https://students.carleton.ca/course-outline/](https://students.carleton.ca/course-outline/)

- **Parental Leave**
- **Religious/Spiritual Obligation**
- **Academic Accommodations for Students with Disabilities**
- **Survivors of Sexual Violence**
- **Accommodations for Student Activities**

**Student Responsibility**
The student is responsible for knowing the content of this course outline; the schedule of classes, assignments, and/or Reviews; and the material that was covered when absent. The studio is a professional environment and students should be working during the scheduled hours.

Unless otherwise arranged, the class will meet during scheduled class hours. Please note that attendance is important since issues and questions may be raised in class, and announcements made, along with information disseminated through cuLearn. As external professionals are often involved in our work, scheduling changes for guest lectures, presentations, and Reviews may occur at short notice, requiring students to stay informed.

**Changes to the Course Outline**

The course outline may be subject to change in the event of extenuating circumstances.
## Appendix A - Course Schedule

<table>
<thead>
<tr>
<th>Wk</th>
<th>Thu</th>
<th>Lecture / Activity</th>
<th>A1 Team 40%</th>
<th>A2 Individual 20%</th>
<th>Testing 40%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>09-Jan</td>
<td>Introduction to Course / Teaming</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>2</td>
<td>16-Jan</td>
<td>POP Sales and Brands / Typography and Design Layout</td>
<td>Form teams!</td>
<td>A1 Intro</td>
<td></td>
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<tr>
<td>3</td>
<td>23-Jan</td>
<td>Human Factors / Affordances and Cognition</td>
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<td>4</td>
<td>30-Jan</td>
<td>Usability Studies and Evaluations Theory</td>
<td></td>
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<tr>
<td>5</td>
<td>06-Feb</td>
<td><strong>Use Demonstrations: Food + Drink Preparation (Azrieli Pavilion)</strong></td>
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<tr>
<td>6</td>
<td>13-Feb</td>
<td><strong>Assignment 1: REVIEW 1</strong></td>
<td>A1 R1</td>
<td></td>
<td>Midterm Quiz</td>
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<tr>
<td>7</td>
<td>20-Feb</td>
<td><strong>WINTER STUDY BREAK</strong></td>
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<td>8</td>
<td>27-Feb</td>
<td>Product and Environmental Ambiance and WDO UN SDGs</td>
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<td>A2 Intro</td>
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<td>9</td>
<td>05-Mar</td>
<td>Sustainability in Product Design and Development (Guest lecture)</td>
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<td>10</td>
<td>12-Mar</td>
<td>Manufacturing (Manufactured Landscapes Introduction)</td>
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<td>A2 Submission</td>
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<td>11</td>
<td>19-Mar</td>
<td><strong>Product Disassembly Day (Azrieli Pavilion)</strong></td>
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<td>Final Quiz</td>
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<td>12</td>
<td>26-Mar</td>
<td>TOKYO + Density as Context for Design/TBD</td>
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<tr>
<td>13</td>
<td>02-Apr</td>
<td><strong>Assignment 1: REVIEW 2</strong></td>
<td>A1 R2</td>
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