

COURSE OUTLINE • IDES1001 / ARCH2101 • INDUSTRIAL DESIGN ANALYSIS • Winter 2022

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Time and Location: Friday 11:35 – 14:25
Location: Online

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, and

9. Demonstrate improvement in presentation and graphic skills and make group presentations of knowledge gained.

Course Format

The course consists of lectures, hands on analyses of existing products and student presentations, and in class exercises. Each lecture presents a different approach to product analysis. Attendance and participation are required and critical to learning and success. Those who do not attend classes are unlikely to achieve their full potential in this course.

Course Deliverables

Assignment 1 - Product Analysis (team): 60%

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 assistant.

Assignment 2 - World Design Organization and United Nations SDGs (individual): 40%

Students will individually complete this assignment based on material presented in class.

Required Materials

Course Reference Textbook: Norman, D. The Design of Everyday Things. New York: Basic Books, 2013.
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)

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. A grade of F can be modified.

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 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.

Academic Integrity

Carleton's Policy on Academic Integrity is available at: <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/>

- *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 Brightspace. 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

Attached as separate file.

IDES 1001 / ARCH 2101 Winter 2022

SCHEDULE				A1 (60%)	A2 (40%)	
Week	Day	Date	Topic	Product Analysis	UN SDGs	
1	Fri	14-Jan	Introduction / Course Outline / Assignment 1			
2	Fri	21-Jan	General Descriptions / POP and Brands / Typography and Layout	Form teams Presentation		
3	Fri	28-Jan	Human Factors / Affordances and Cognition			
4	Fri	04-Feb	Usability Studies and Evaluations Theory			
5	Fri	11-Feb	Testing / Introduction to United Nations (UN) SDGs			UN SDGs
6	Fri	18-Feb	Assignment 1: REVIEW 1			
7	Fri	25-Feb	BREAK			
8	Fri	04-Mar	Sustainability in Product Design and Development	Cont'd Presentation	Cont'd	
9	Fri	11-Mar	Product and Environmental Ambiance			
10	Fri	18-Mar	Assignment 2: REVIEW			Presentation
11	Fri	25-Mar	Manufacturing (Manufactured Landscapes Introduction)			
12	Fri	01-Apr	TOKYO + Density as Context for Design			
13	Fri	08-Apr	Assignment 1: REVIEW 2			
	Tue	12-Apr	Classes end.			