

**COURSE OUTLINE • IDES1001 / ARCH2101 • INDUSTRIAL DESIGN ANALYSIS • Winter 2023**

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**Time and Location:** Friday 11:35 – 14:25  
Location: Tory Building 342

**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. Understand better the challenges and advantages to teamwork and the need to develop interpersonal team collaboration skills, and

8. 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)

### **Course Schedule**

17-Feb Assignment 1: REVIEW 1 (Presentation)

17-Mar Assignment 2: REVIEW (Presentation)

07-Apr Assignment 1: REVIEW 2 (Presentation)

### **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.

### **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/> 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/>

- **Pregnancy obligation:** Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, please review the [Student Guide to Academic Accommodation \(PDF, 2.1 MB\)](#) For accommodation regarding a formally-scheduled final exam, you must complete the Pregnancy Accommodation Form ([click here](#)).
- **Religious/Spiritual Obligation:** Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, please review the [Student Guide to Academic Accommodation \(PDF, 2.1 MB\)](#)
- **Academic Accommodations for Students with Disabilities:** The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a documented disability requiring academic accommodations in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or [pmc@carleton.ca](mailto:pmc@carleton.ca) for a formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with your instructor as soon as possible to ensure accommodation arrangements are made. For more details, visit the [Paul Menton Centre website](#).
- **Survivors of Sexual Violence:** As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and where survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit the [Equity and Inclusive Communities website](#).
- **Accommodations for Student Activities:** Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation must be provided to students who compete or perform at the national or international level. Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, see the [Senate Policy on Accommodation for Student Activities \(PDF, 25KB\)](#).

- **The Use of Self-Declaration Forms:** In place of a doctor's note or medical certificate, students may complete the [self-declaration form](#) available on the Registrar's Office website to request academic accommodation for missed course work including tests and assignments. Students are also encouraged to connect directly with their instructors to discuss required accommodations arising from the COVID-19 situation.

## Statement on Student Mental Health

As a university student, you may experience a range of mental health challenges that significantly impact your academic success and overall well-being. If you need help, please speak to someone. There are numerous resources available both on- and off-campus to support you. Here is a list that may be helpful: **Emergency Resources (on and off campus):** <https://carleton.ca/health/emergencies-and-crisis/emergency-numbers/>

### Carleton Resources:

- Mental Health and well-being: <https://carleton.ca/wellness/>
- Health & Counselling Services: <https://carleton.ca/health/>
- Paul Menton Centre: <https://carleton.ca/pmc/>
- Academic Advising Centre (AAC): <https://carleton.ca/academicadvising/>
- Centre for Student Academic Support (CSAS): <https://carleton.ca/csas/>
- Equity & Inclusivity Communities: <https://carleton.ca/equity/>

### Off-Campus Resources:

- Distress Centre of Ottawa and Region: (613) 238-3311 or TEXT: 343-306-5550, <https://www.dcottawa.on.ca/>
- Mental Health Crisis Service: (613) 722-6914, 1-866-996-0991, <http://www.crisisline.ca/>
- Empower Me: 1-844-741-6389, <https://students.carleton.ca/services/empower-me-counselling-services/>
- Good2Talk: 1-866-925-5454, <https://good2talk.ca/>
- The Walk-In Counselling Clinic: <https://walkincounselling.com>

## Statement on Pandemic Measures

It is important to remember that COVID is still present in Ottawa. The situation can change at any time and the risks of new variants and outbreaks are very real. There are [several actions you can take](#) to lower your risk and the risk you pose to those around you including being vaccinated, wearing a mask, staying home when you're sick, washing your hands and maintaining proper respiratory and cough etiquette.

**Feeling sick?** Remaining vigilant and not attending work or school when sick or with symptoms is critically important. If you feel ill or exhibit COVID-19 symptoms do not come to class or campus. If you feel ill or exhibit symptoms while on campus or in class, please leave campus immediately. In all situations, you should follow Carleton's [symptom-reporting protocols](#).

**Masks:** Masks are no longer mandatory in university buildings and facilities. However, we continue to recommend masking when indoors, particularly if physical distancing cannot be maintained. We are aware that personal preferences regarding optional mask use will vary greatly, and we ask that we all show consideration and care for each other during this transition.

**Vaccines:** While proof of vaccination is no longer required to access campus or participate in in-person Carleton activities, it may become necessary for the University to bring back proof of vaccination requirements on short notice if the situation and public health advice changes. Students are strongly encouraged to get a full course of vaccination, including booster doses as soon as they are eligible and submit their booster dose information in [cuScreen](#) as soon as possible. Please note that Carleton cannot guarantee that it will be able to offer virtual or hybrid learning options for those who are unable to attend the campus.

All members of the Carleton community are required to follow requirements and guidelines regarding health and safety which may change from time to time. For the most recent information about Carleton's COVID-19 response and health and safety requirements please see the [University's COVID-19 website](#) and review the [Frequently Asked Questions \(FAQs\)](#). Should you have additional questions after reviewing, please contact [covidinfo@carleton.ca](mailto:covidinfo@carleton.ca).

### **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.

**IDES 1001 / ARCH 2101 Winter 2023**

**SCHEDULE**

Week	Day	Date	Topic
1	Fri	13-Jan	Introduction / Course Outline / Assignment 1
2	Fri	20-Jan	General Descriptions / POP and Brands / Typography and Layout
3	Fri	27-Jan	Human Factors / Affordances and Cognition
4	Fri	03-Feb	Usability Studies and Evaluations Theory
5	Fri	10-Feb	Testing / Introduction to United Nations (UN) SDGs
6	Fri	17-Feb	<b>Assignment 1: REVIEW 1</b>
7	Fri	24-Feb	BREAK
8	Fri	03-Mar	Sustainability in Product Design and Development
9	Fri	10-Mar	Product and Environmental Ambiance
10	Fri	17-Mar	<b>Assignment 2: REVIEW</b>
11	Fri	24-Mar	Manufacturing (Manufactured Landscapes Introduction)
12	Fri	31-Mar	TOKYO + Density as Context for Design
13	Fri	07-Apr	<b>Assignment 1: REVIEW 2</b>

A1 (60%)	A2 (40%)
Product Analysis	UN SDGs
Form teams	
	UN SDGs
Presentation	
Cont'd	Cont'd
	Presentation
Presentation	