

IDES 1001A • INDUSTRIAL DESIGN ANALYSIS

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Course Time and Location

Course locations are no longer displayed on the public class schedule and are subject to change. For the latest information please refer to Carleton Central under Student Services – Registration – Student Timetable.

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 the application of preliminary research regarding the 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 the analysis process and findings.
8. Understand better the challenges and advantages of 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. For more detailed information, please see the Course Schedule, **IDES 1001A INDUSTRIAL DESIGN ANALYSIS W26 - Robert Watters - Course Schedule**, in Brightspace.

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| 1. Product Analysis, Part A (Teams) | 25% |
| 2. Product Environment and Ambiance (Individual) | 20% |

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| 3. Product Analysis, Part B (Teams) | 25% |
| 4. In-class quizzes (x3, 10% each) | 30% |

Student Access to Exam, Quizzes, and feedback on Academic Work

Carleton University is committed to providing students with appropriate and timely feedback on their work. Please see [undergraduate regulations Article 5.3](#) and [graduate regulations Article 23](#) for more information.

First assigned academic work will be evaluated and returned prior to the 40th teaching day of term.

Students have the right to have questions regarding their grades addressed and to view all material, including material that has not been returned such as final examinations. Please see [undergraduate regulations Article 3.3.4](#) and [graduate regulations Article 15](#) and [Graduate Grade Appeal Process](#) for more information.

This course has no exam.

Cost of Educational Materials

All materials required for the course and their costs are listed below. Please note some materials costs are dependent on the project and the materials chosen so a range listing minimum and maximum values will be given.

1. Required Textbook for the Course: *The Design of Everyday Things* by Don Norman, ISBN13:978-0-465-05065-9
MSRP: CDN\$24.99
2. A Required Purchased of Product for Analysis following course start: *One \$40-\$60 consumer kitchen appliance is required per group of 5 to 6 students for Assignment 1 product Analysis. Having a new product with box and instructions is important. More details to be provided at course start.*

Technology Requirements

Please refer to the technology requirements on the School of Industrial Design Website (<https://carleton.ca/id/student-info/it-support/technology-requirements/>). You may be asked by your instructor to refer to Brightspace for other information or requirements related to coursework.

Individual/Group Work

Courses may include individual and group work, and the majority of the grade must reflect individual work. This will support the assessment of individual performance, which may be difficult to determine in group projects. It is also important in collaborative work that students clearly demonstrate their individual contributions.

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 instructor's discretion.

If you are unable 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.

Late Submission of Assignments

Students who do not hand in assignments on time will have their earned grade reduced by **10%** per day at the instructor's discretion. If you foresee not meeting the submission due date and are requesting an extension, please provide your instructor with a minimum of 24 hours' notice.

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 that you are required to review.

Health and Safety

Students must participate in training to access all the SID Labs and Maker Space. Apart from this training, students are required to follow the health and safety standards of the School of Industrial Design as well as Carleton's health and safety standards. All materials related to SID health and safety are available here [Health and Safety](#) and it is expected that students review and understand these materials and apply these standards throughout their studies.

Use of Studio Spaces

Access to studio space to attend courses and complete assignments is an important part of student success. Students are welcome and encouraged to use available studio spaces to work during non-studio hours. Out of respect for your colleagues, instructors, and Carleton cleaning staff, ensure you leave the space in good condition. This includes cleaning your area and storing your items in your designated storage space whenever you are leaving the space. The school will not be responsible for items that are not stored properly.

Academic Integrity

Carleton's Policy on Academic Integrity is available at: <https://carleton.ca/registrar/academic-integrity/> and covers the following violations, but is not limited to:

- *Plagiarism*
 - Submitting work written 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*
 - *Attempting to read another student's exam paper*
 - *Speaking to another student (even if the subject matter is irrelevant to text)*
 - *Using material not authorized by the examiner*
- *Other Violations*
 - *Improper access to confidential information such as exams or test questions*
 - *Disruption of classroom activities or periods of instruction*
 - *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](#) before conducting any work at the University.

Use of Artificial Intelligence (AI) Technologies

Choose an AI Statement by clicking on this field and then the above down-arrow.

As our understanding of the uses of AI and its relationship to student work and academic integrity continue to evolve, students are required to discuss their use of AI in any circumstance not described here with the course instructor to ensure it supports the learning goals for the course. Students can access resources related to citing Generative AI on the [MacOdrum Library website](#). Plus, additional AI resources are also available on Carleton's [Artificial Intelligence Hub](#).

Requests for Academic Accommodation

Carleton is committed to providing academic accessibility for all individuals. You may require special arrangements to meet your academic obligations during the term. The accommodation request processes, including information about the *Academic Consideration Policy for Students in Medical and Other Extenuating Circumstances*, are outlined on the Academic Accommodations website (students.carleton.ca/course-outline). The website covers the below topics.

Topics:

- Pregnancy Obligations
- Religious/Spiritual Obligation
- Academic Accommodations for Students with Disabilities
- Survivors of Sexual Violence
- Accommodation for Student Activities
- Academic Considerations for Medical and Other Extenuating Circumstances
- Scheduling and Examination Support

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, refer to this link - <https://wellness.carleton.ca/> and open the needed section.

Topics:

- *Counselling*
- *Resource Guide*
 - *Thriving on Campus*
 - *Everyday Stress*
 - *Mild Mental Health Concerns*
 - *Moderate Mental Health Concerns*
 - *Complex Mental Health Concerns*
- *Umbrella Project*

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.

Course Schedule

Please refer to Brightspace for a detailed Course Schedule: **IDES 1001A INDUSTRIAL DESIGN ANALYSIS W26 - Robert Watters - Course Schedule**.

Appendix A - Course Schedule – See Brightspace