

COURSE OUTLINE IDES 3305A • SPECIAL STUDIES • WINTER(2021)

Instructor: Anne Michaelis

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Location: Ottawa, ON

Office Hours: Office hours are by appointment. Please email to schedule.

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Office Hours: Office hours are by appointment. Please email to schedule.

Time and Location: Mondays 14:35pm – 17:25pm, Online Zoom / Minto Centre: MC5050

Course Description

Special Industrial Design Studies deal with specific projects, which may differ from year to year depending on the availability of specialists in a particular field or study opportunities as they present themselves. Prerequisite(s): IDES 2302 or permission of the School of Industrial Design. Lectures, tutorials, laboratory and studio three hours a week or equivalent.

Learning Outcomes

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

1. Produce a portfolio of work that fulfills the industry requirements of a Toy Designer position.
2. Understand toy requirements as they pertain to child age, toy aisle, and seasonality.
3. Understand toy requirements as they pertain to safety, cost and manufacture.
4. Apply learnings to design two different toys; *Project 1* an Activities or Construction toy, *Project 2* a Robotics or RC toy.
5. Develop an understanding of "real world" challenges
6. Develop an understanding of what it's like to work with multiple departments

Course Deliverables

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

Assignments:

- Target Market Info Graphic (Week 1) 5%
- White Space Analysis Chart (Week 9) 5%
- Story One Pager (Week 13) 5%
- User Interface Deliverable (Week 13) 5%
- Participation 5%

Projects:

- Project 1 Concept Boards (Week 4) 15%
- Project 1 Final Deliverables: Board & Models (Week 6) 20%
- Project 2 Concept Boards (Week 11) 15%
- Project 2 Final Deliverables: Board, Model & "Commercial" (Week 14) 25%

Total: 100%

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 Brightspace for a more comprehensive list of required materials.

- Access to a computer with photoshop & illustrator for completing assignments
- Access to a computer with reliable internet for research, Zoom and submitting assignments
- Either a drawing tablet or a scanner in order to make your sketching digital
- Access to tools for at least one type of prototype/model making; foam core models, clay models, 3D printed, CAD models, CNC, etc.
- Access to video editing software or animation software

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 Brightspace for other information or requirements related to computer work.

<http://www.id.carleton.ca/undergraduate/about-the-bid-program/computer-requirements>

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/> 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.

Online Etiquette

Remember that while in class, your at-home computer is your classroom. You are required to remain engaged in class material throughout class time. Please do not engage in personal communication while in class. Remain present with the live stream where possible. Follow the same protocol you would follow in class for eating. Reserve the eating of lunch and snacks for break times. Find one spot in your home and set up your desk there. If possible, set up your classroom at a desk or table rather than on a comfy chair or on your bed. While online, please refrain from travelling around the house, carrying your computer with you. This can be very dizzy making for the others online. If you need to leave "class" leave a quick message to excuse yourself. In short, show the same courtesy that you would show if you were in the face-to-face classroom. Leave yourself muted except when contributing, to prevent background noises and conversations from entering the classroom. During class time, please keep your camera's on except during class breaks. For your privacy, you are welcome to use the Zoom background feature.

Appendix A - Course Schedule

PHASES	WEEK	TOPIC & ACTIVITY	DELIVERABLES
Introduction, Planning & First Lecture	Week 1 Jan 10	<ul style="list-style-type: none"> - Introduction to me - Review the class schedule & the semester projects - Lecture on “Toy Categories: Know Your Market” - Pick your groups (groups of 2-3) - Start your info graphics 	
Project 1 (Focus is on practical knowledge)	Week 2 Jan 17	<ul style="list-style-type: none"> - Discussion on category & market learnings - Lecture on “Activity Toys & Construction Toys: End Results” - Start concepting for Project 1 	Info Graphics are Due Jan 16
	Week 3 Jan 24	<ul style="list-style-type: none"> - Lecture on “Design for the Toy Industry: Manufacture, Materials & Safety” - Working time, chance to get feedback on your concepts 	
	Week 4 Jan 31	<ul style="list-style-type: none"> - Present your first concept boards (2 per group) & sketch models - Feedback on the concepts so far 	Concept Boards are Due Jan 30
	Week 5 Feb 7	<ul style="list-style-type: none"> - Lecture on “Stuck in the Middle: Working with Multiple Departments” - Continue working on Project 1 final deliverables - Chance to get feedback on your concepts 	
	Week 6 Feb 14	<ul style="list-style-type: none"> - Project 1 Presentation Day (Concept board, sketch model, 3 “end-results”) 	Project 1 Due Feb 13
BREAK	Week 7 Feb 21	Family Day	

Project 2 (Focus is on feature, character(s) & storytelling)	Week 8 Feb 28	<ul style="list-style-type: none"> - Lecture on "Inside the Toy Industry: Buyers & Competitors" "Feature vs Innovation: RC and Robotics" - Pick your groups (groups of 2-3) - Start your "White Space Analysis Charts" 	
	Week 9 Mar 7	<ul style="list-style-type: none"> - Lecture on "Make it Fun: Marketing, Trends & Storytelling" - Start concepting for Project 2 - Hand out "Story One Pager" assignment 	White Space Charts are Due Mar 6
	Week 10 Mar 14	<ul style="list-style-type: none"> - Lecture on "User Interface: Flow Charts & Button Mapping" - Continue concepting for Project 2 - Hand out "User Interface" assignment 	
	Week 11 Mar 21	<ul style="list-style-type: none"> - Present your first concept boards (2 per group) - Feedback on the concepts so far 	Concept Boards are Due Mar 20
	Week 12 Mar 28	<ul style="list-style-type: none"> - Tutorial on "Video Making" with the TA - Continue working on Project 2 deliverables - Chance to get feedback on your concepts 	
	Week 13 April 4	<ul style="list-style-type: none"> - Lecture on "Cost Reduction" - Lecture on "Communication & Concept Boards 101" - Lecture on "Portfolios and Finding a Job" 	User Interface Deliverables & Story One Pager are Due April 3
	Week 14 April 11	<ul style="list-style-type: none"> - Project 2 Presentation Day (1 concept board per group, 1 commercial per group and 1 model per group) 	Project 2 Due April 10

- A project brief for each project and assignment will be made available to you prior to the start of said assignment or project.
- You will be given class time to work on all assignments and projects. Assignments and projects are due prior to the next class, so you have time to finish the work outside of class if needed. Assignments & Projects are Due Sundays 11pm EST
- This is a large class of 50 students, so all projects will be group projects. However, individual grades will be assigned whenever possible.
- At the end of each project, you will be asked to evaluate your fellow group members' level of participation.