

COURSE OUTLINE IDES 3305B • SPECIAL STUDIES • WINTER(2024)

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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.

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:

1. Produce portfolio pieces which fulfill 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" design challenges
6. Develop an understanding of what it's like to work with multiple company departments

Course Deliverables

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

Assignments:

- Target Market Infographic 5%
- White Space Analysis Chart 5%
- Storyboards 5%
- Participation 5%

Projects:

- Project 1 Concept Boards 15%
- Project 1 Final Deliverables: Board & Model 20%
- Project 2 Concept Boards 15%
- Project 2 Final Deliverables: Board, Model & "Commercial" 30%

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.

- You will need to use a graphic design program like photoshop and/or illustrator to create concept boards and complete assignments
- You will need a computer with reliable internet for research, and submitting assignments
- You will need either a drawing tablet, camera or a scanner in order to make your sketching digital
- You will need to create prototypes and works-like/looks-like models. What modelling material you choose is open ended; could be foam core, clay, cardboard, sewn, 3D printed, CAD, CNC, etc.
- You will need video editing software or animation software to create a toy commercial (one class day, there will be a "Video Editing Tutorial")

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 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 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 that 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.

USE OF ARTIFICIAL INTELLIGENCE (AI) TECHNOLOGIES

To effectively address the incorporation of AI technologies, specifically generative AI tools, into courses, we have instituted the following guidelines.

1. Academic Integrity Standards: In the absence of explicit permission from the instructor within a given course, the use of generative AI tools to create content, (e.g., text, code, images, summaries, videos, etc.), is deemed a breach of academic integrity standards.
2. Instructor's Discretion: Instructors have the authority to grant permission for the use of generative AI tools, (e.g., ChatGPT and similar tools), based on alignment with the course's educational objectives and learning outcomes. Assignment and examination guidelines will be written to explicitly reflect this granted permission.
3. Clear Instructions: Should instructors choose to permit the use of generative AI tools, an assessment guideline will provide students with clear and detailed direction, including;
 - i. Identification of specific generative AI tools that are acceptable for use.
 - ii. Clarity on the approved applications of these tools.

These measures aim to create a balanced and transparent educational environment, ensuring both academic integrity and the responsible integration of AI technologies into the learning experience.

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 below topics, refer to this link - <https://students.carleton.ca/course-outline/> and open the needed section.

Topics:

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

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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.

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 Jan 12 to Apr 10

PHASES	WEEK	TOPIC & ACTIVITY	DELIVERABLES
Introduction, Planning & First Lecture	Week 1 Jan 12	<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 infographics 	
Project 1 (Focus is on practical knowledge)	Week 2 Jan 19	<ul style="list-style-type: none"> - Discussion on category & market learnings - Lecture on “Activity Toys & Construction Toys: End Results” - Start concepting for Project 1 	Infographics Due Noon Jan 19
	Week 3 Jan 26	<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 Feb 2	<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 Noon Feb 2
	Week 5 Feb 9	<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 16	<ul style="list-style-type: none"> - Project 1 Presentation Day (Concept board, sketch model, 3 “end-results”) 	Project 1 Due Noon Feb 16
BREAK	Week 7 Feb 23	Winter Break	

Project 2 (Focus is on feature, character(s) & storytelling)	Week 8 Mar 1	<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 8	<ul style="list-style-type: none"> - Lecture on “Make it Fun: Marketing, Trends & Storytelling.” - Start conceiving for Project 2 	White Space Charts are Due Noon Mar 8
	Week 10 Mar 15	<ul style="list-style-type: none"> - Present your Concept Boards (2 per group) - Feedback on the concepts so far 	Concept Boards are Due Noon Mar 15
	Week 11 Mar 22	<ul style="list-style-type: none"> - Lecture on “Communication & Concept Boards 101” - Tutorial on “Video Making” with the TA - Hand out “Storyboards” assignment - Continue conceiving for Project 2 	
	Week 12 Mar 29	- Good Friday (No Class)	Storyboards are Due 11pm March 28
	Week 13 April 5	<ul style="list-style-type: none"> - Lecture on “User Interface: Toy Tech & Play Pattern” - Lecture on “Cost Reduction” - Lecture on “Portfolios and Finding a Job” - Continue working on Project 2 deliverables. - Chance to get feedback on your concepts 	
	Week 14 April 10	- Project 2 Presentation Day (1 concept board per group, 1 commercial per group and 1 model per group)	Project 2 Due Noon 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 online by noon (12pm) EST
- This is a class of 40+ students, so all projects will be group projects. However, individual grades will be assigned whenever possible.