Carleton University
School of Industrial Design

IDES 3503 – Professional Practice – Winter 2018

Course Outline

Instructor
Tim Haats, BID, MDes

Office
Contract instructors’ office – ME 2492

Contact
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Office Hours
During class or by appointment

Teaching Assistant
Mohamed Matboully (mohamedmatboully@cmail.carleton.ca)

Course Time and Location
Wednesdays, 6:05pm-8:55pm, SA 502

Course Description
The organizational aspects of consultancies and client responsibilities within the framework of corporate management. Topics include: the form of contracts for consultancy, determination of fees, legal implications, patents and copyrights. Guest lecturers.

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

- Identify oneself as a designer and understand/develop one’s “brand”
- Develop an understanding of working in a consultancy, captive corporate role, or pursuing an entrepreneurial path
- Have had exposure to the business of design and how business and corporate structures will inform design decisions
- Establish an understanding of the economics of design decisions
- Create an understanding of organizational responsibilities while working as a designer (i.e., logging time, estimating fees, non-disclosure, patents, design registrations)
- Better develop their portfolio, prepare for internships, and identify strategies for seeking out internships
- Promote oneself and understand the selling of design services

Particular Course Information
Through a series of assignments, students will be reviewed on lectured material. Assignments will combine the overall understanding of presented material and give students a basic understanding of business and design principles for a career in design.

A succession of guest lecturers from a variety of fields will share their business experiences. Reports will be prepared and assessed based on presented material.

Students will be required to attend field trips. These excursions will introduce students to local design practices, related government agencies and/or corporations who make use of industrial designers. Students will have to find their own transportation to these local businesses.
# Course Schedule

*Scheduling changes may occur due to class progress and availability of guest lecturers.*

<table>
<thead>
<tr>
<th>Week / Date</th>
<th>Location</th>
<th>Focus / Activities</th>
<th>Deliverables</th>
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| **Week 1**<br>Jan. 10<sup>th</sup> | SA 502 | • Course Overview  

• Lecture: Being a Professional Industrial Designer  

• Introduction to Major Assignment 1: Timesheets  

• Introduction to Minor Assignment 1: Personal Profile  

• Introduction to Major Assignment 2: IP Project | |  |
| **Week 2**<br>Jan. 17<sup>th</sup> | SA 502 | • Guest Lecture: Caroline Lefebvre (IP Advisor – CIPO)  

• Minor Assignment 1 Presentations | • Minor Assignment 1 Due |
| **Week 3**<br>Jan. 24<sup>th</sup> | SA 502 | • Lecture: Selling Creativity – The Business of Design  

• Introduction to Minor Assignment 2: Company Tour Reflections | |  |
| **Week 4**<br>Jan. 31<sup>st</sup> | TBD | • Company Tours (no class) | |  |
| **Week 5**<br>Feb. 7<sup>th</sup> | SA 502 | • Guest Lecture: Mike Sirois (Principal – DW Product Development)  

• Lecture: Portfolios, Internships & Selling Yourself  

• Introduction to Minor Assignment 3: Networking Event | |  |
| **Week 6**<br>Feb. 14<sup>th</sup> | TBD | • Portfolio Review Event | |  |
| **Feb. 21<sup>st</sup>** | FALL BREAK | | |  |
| **Week 7**<br>Feb. 28<sup>th</sup> | SA 502 | • Guest Lecture: Michael Grigoriev (UX Research Lead – Shopify & Co-Founder – Ottawa City Woodshop)  

• Lecture: Test Preparation | |  |
| **Week 8**<br>Mar. 7<sup>th</sup> | TBD | • Company Tours (no class) | • Major Assignment 2 Final Due on **Friday March 9<sup>th</sup>** |
| **Week 9**<br>Mar. 14<sup>th</sup> | SA 502 | • Test | |  |
| **Week 10**<br>Mar. 21<sup>st</sup> | SA 502 | • Minor Assignment 2 Presentations & Discussion | • Minor Assignment 2 Due |
| **Week 11**<br>Mar. 28<sup>th</sup> | TBD | • Other Tours (no class) | |  |
| **Week 12**<br>Apr. 4<sup>th</sup> | SA 502 | • Minor Assignment 3 Presentations & Discussion | • Major Assignment 1 Due  

• Minor Assignment 3 Due | |  |
Course Evaluation

- **Major Assignments (40%)**
  - Major Assignment 1: Timesheets 10%
  - Major Assignment 2: IP Project 30%

- **Minor Assignments (30%)**
  - Minor Assignment 1: Personal Profile 10%
  - Minor Assignment 2: Company Tour Reflections 10%
  - Minor Assignment 3: Networking Event 10%

- **Test 20%**

- **Participation & Professionalism 10%**

**Individual/Group Work**
Courses may include various combinations of individual and group work. Students must demonstrate individual aptitude. It is important where collaborative work is undertaken that students be able to clearly demonstrate that individual contribution has been made. Where the evaluation for individual work is below a passing grade, that grade will be awarded for the course.

**Review Attendance**
Attendance at scheduled SID reviews is mandatory. These are equivalent to exams in IDES courses when indicated in the course outline. **Failure to attend will result in a grade of F.** If you are not able to attend a review, you are required to call the General Office (613-520-5672) and/or send an email to id@carleton.ca to leave a message in advance. A comprehensive medical certificate or other documentation to substantiate the absence must be submitted as soon as possible after the review. The documentation must state the date of illness onset, the expected date of recovery, and the extent to which the student is incapacitated. The student is also required to set up a meeting with the instructor as soon as he or she is well enough to discuss and schedule an alternative date.

Any student in the review should submit materials for presentation and present as scheduled. In addition, a student who does not remain for the complete review session, who does not present as scheduled, or who arrives late for the review, without approval from the instructor, will receive a 10% grade reduction for that review.

**Late Submission of Deliverables**
All deliverables submitted late will accrue a 10% per day deduction from the determined grade, to a maximum of 3 days, from the original deadline time and date. Failure to submit within 3 days, without approval from the instructor, will result in a grade of F.

**Participation and Professionalism**
Active participation and professional conduct are particularly important in this course and will be evaluated. At the same time, when the student’s work is reviewed at the end of the course, an evaluation will be made based on one or more of the following: in class discussion; consultations with instructors; and work ethic. However, none of these evaluations will be used to raise an overall failing grade, to a passing one, based on the quality of the work.
Student Access to Quiz, Test, and Exam Papers
Examinations are for evaluation purposes only and will not be returned to the student.

Academic Accommodation (Equity Services)
You may need special arrangements to meet your academic obligations during the term. For an accommodation request the processes are as follows:

- **Pregnancy obligation**: write to me 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 visit: [http://carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf](http://carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf)

- **Religious obligation**: write to me 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 visit: [http://carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf](http://carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf)

- **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 disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or pmc@carleton.ca for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your Letter of Accommodation at the beginning of the term, and no later than two weeks before the first in-class scheduled test or exam requiring accommodation. **Requests made within two weeks will be reviewed on a case-by-case basis.** After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website (www.carleton.ca/pmc) for the deadline to request accommodations for the formally-scheduled exam.

Instructional Offenses / Plagiarism
The regulations of the university require that we bring to your attention regulations on Instructional Offenses, descriptions of which can be found in the current Academic Integrity Policy available on the Student Affairs website. The policy governs the academic behavior of students. At the same time it seems that students do not always understand the meaning of plagiarism and how to avoid it.

In industrial design, ideas and concepts come from a multitude of sources to be modified and utilized in the design and development process. The student should reference sources appropriately.

Student Responsibility
The student is responsible for knowing the content of this course outline, the schedule of classes, assignments, and examinations; and material covered during any absence from scheduled classes.

Changes to the Course Outline
The course outline may be subject to change in the event of extenuating circumstances.