COURSE OUTLINE IDES 4001B • INDUSTRIAL DESIGN SEMINAR • Fall (2023)

Instructor: **Sunil Achia**

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Office Hours: During studio/lecture hours or by appointment.

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

Topics vary yearly and address key contemporary industrial design issues. There is a focus on writing, discussion, and debate. Students organize a seminar with design professionals and other community experts including student and professional presentations, interaction, and discussion.
Prerequisite(s): IDES 3302 or permission of the School of Industrial Design.
Seminar three hours a week.

Learning Outcomes

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

1. Demonstrate ability to research contemporary design issues.
2. Apply critical thinking skills.
3. Discuss and debate theoretical and critical design perspectives with classmates and community experts.
4. Apply course resources to support the opinions expressed.
5. Effectively communicate ideas through written work and/or oral presentations.
6. Cooperate with team members in working through class exercises, assignments, and seminar logistics.
7. Organize, participate in, and produce a seminar with design professionals and other community experts.
8. Design and produce some form of published record or proceedings document.

Objective:

The objective of this Seminar course is to engage students in exploring and deliberating upon theoretical facets of industrial design. During these seminars, students will actively participate in group discussions, express their viewpoints through group presentations, develop group and individual reports, and also present them in the final design seminar.

Main Theme:

Entrepreneurship is the ability to transform an idea into a viable business opportunity by embracing risk. It usually starts with an innovation to a business model, a product, or a service. The goal can be to deliver better value to the customer, or to improve how the company operates. This can stimulate the economy by creating jobs, developing new markets, and using existing resources in more effective ways. When factors align and a business can scale, it can lead to a paradigm shift. Entrepreneurs are the business leaders driving social changes within their industries.

There is a closer relationship between entrepreneurs and designers to develop a purposeful customer experience that will win the customer over: an iconic product, the ability to manufacturing according to business goals, the unboxing experience, engaging messaging & marketing, corporate responsibility, 5 star reviews, digital assets, etc. When the entrepreneurs' vision in partnered with the designers' ability to execute – the results can change the world.

There are several ways for a designer to be entrepreneurial in their own career: they can start their own design consultancy (service based) or they can be entrepreneurial within a large company. Both these options give them the ability to innovate with no personal risk. Another option is for a designer to independently take their own ideas to market. The last option will force a designer to learn many more skills and actions required to run a business, something that is not explicitly taught in the design school curriculum.

In this seminar course, we will explore the idea of Design Entrepreneurship.

Potential sub-topics to begin with are:

1. **Innovation, Marketing & The Market:** Many companies mis-understand the role of Marketing, as it has become combined with Sales, e-Commerce and social media. Explore how brands have successfully connected product design and marketing to achieve the entrepreneurs' vision – brand notoriety and loyal customers.

2. **Leadership, Culture, Vision, Values:** Explore how passion drives entrepreneurs to become thought leaders, how company culture can inspire employees, how to build effective teams, and the importance of mentorships and networking.

3. **Entrepreneurs Across the World:** Explore the similarities and differences when looking at entrepreneurship from across the globe; Are there universal truths present globally? What can one learn from the other?

4. **Human Aspects of Being an Entrepreneur:** Inherently risk takers, entrepreneurs are expected to deal with high levels of stress & shoulder burdens of business failures. Explore topics of vulnerability, empathy, communication, and ways to deal with stress.

5. **Technology and Entrepreneurship**: There are a lot of unknowns when starting a business. Following a framework can ease the transition. Explore emerging technologies such as AI (for ideas & scaling), software and automations to learn new ways to do work.

6. **Business Models for Entrepreneurship**: There are a lot of unknowns when starting a business. Following a framework can ease the transition. Explore business operating systems and business models that help entrepreneurs innovate and scale their businesses.

   If you have other topics of interest beyond the list above that are related to the Entrepreneurship and Industrial Design, please consult with instructor first.

Course Format:

- The first class includes an introduction to the course and learning outcomes. This will be followed by a discussion of the topic/context, and the range of sub-topics students may choose from. Students will participate in the development of sub-topics and will arrive at individual areas of interest within the prescribed areas.

- Founded on individual research and interest, in the first weeks, students will form teams of four, based on a set of shared features or attributes to develop a paper for presentation to the class.

- Each team submits a team report detailing the rationale behind their choice of a sub-topic. It also includes three distinct research questions that the team intends to address. The report also describes a comprehensive discussion outlining the specific areas within the sub-topic that each individual student will be focusing on. (WEEK 3 & 4)

- The course will end with a public event, where student papers will be presented and discussed with the audience. The content of the presentations and the final report will be organized into a final publication. It is expected that students will be actively involved in the organization of the public event and the final publication.

- Other than discussing the seminar topic, the instructor will introduce several notions that are relevant to the industrial design practice. These notions will be presented to the class and will be open for discussion during the class sessions.

- While general sources will be presented to the class, students will be expected to find additional sources of information relevant to their chosen sub-topics. At the same time there will be a focus on time management, in order to allow the greatest success and most rewarding experience within the time limits of the course, and with respect to the many academic and other obligations that students are balancing.

The Final Event:

The final seminar event is scheduled for Wednesday, December 6, 2023, at a location that will be specified later—either on campus or off-campus. Rehearsals for the final seminar are set for November 29, a week prior to the event. In order to accommodate invited guests including alumni, scholars, designers, and fellow students, the final seminar will commence in the evening at 6 pm. During the event, light refreshments and beverages will be provided.

Organization of Seminar:

The proper organization of the seminar will require the joint efforts of all students. Multiple committees will be responsible for a range of logistical tasks, which include preparing reception and the seminar room, welcoming, registering, and accommodating participants and guests, as well as taking care of refreshments and other related responsibilities.

Publication of the Seminar Proceedings:

The final group reports from each team will be compiled and published in a seminar proceeding later. The instructor will edit the texts of proceedings and prepare it for publication.

Individual Progress Reports:

To foster increased participation, students are mandated to produce an individual report, Progress Report, that illustrates their involvement in both the investigations and discussions pertaining to their selected topic. These reports should comprehensively capture the student's contributions, engagement, and individual perspectives related to the subject matter at hand. The instructor will advise students with regard to the report's content and format. This progress report is due on November 22, 2023.

Course Deliverables

Outlined below are the deliverables for this course. For a more comprehensive breakdown of the schedule and specific details, please refer to 'Appendix A: Course Schedule'

Evaluation information

Interim Group Presentation	05% (Due by Oct. 11)
Entrepreneurial Design Project	05% (Due by Nov.01)
Individual Progress Report	20% (Due by Nov.22)
Seminar Event Presentation	20% (Due by Dec.06)
Individual Final Report	30% (Due by Dec.8)
Peer evaluation	10%
Organization of seminar event	05% (Agenda, invitations, guest lists, etc.)
Professionalism	05% (Attendance, participation and contribution in workflow, etc.)
Total	100%

Student Access to Quiz, Test and Exam Papers

Examinations will be returned to students with comments and explanations.

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.

<u>Recommended Readings</u>

- Serkan Gunes (2012), *Design entrepreneurship in product design education.* Procedia – Social and Behavioral Sciences.

- Dominic Chalmers, Niall G. MacKenzie and Sara Carter (2021), *Artificial Intelligence and Entrepreneurship: Implications for Venture Creations in the Fourth Industrial Revolution.* Adam Smith Business School, University of Glasgow, Glasgow, Scotland.

- Michael H. Morris, Minet Schindehutte and Raymond W. LaForge (2001), The Emergence of Entrepreneurial Marketing: Nature and Meaning.

- Suliaman Turay (2016), *Innovation and Entrepreneurship Relationship.* Pan African Institute for Development.

- Jim Collins (2001), *Good To Great: Why Some Companies Make The Leap…And Others Don't.* Random House Business Books.

- Simon Sinek (2011), *Start With Why: How Great Leaders Inspire Everyone To Take Action.* Penguin Books.

- Timothy Ferriss (2007), *4-Hour Workweek.* Crown Publishing Group.

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.

Appendix A - Course Schedule

WK & Date	Topics / Deliverables	Class activity	Homework
Wk1 (Sept.6)	Introduction	• Introduction to the course, deliverables & Main Theme (Entrepreneurship & Design) • Forming a team (4) • Brainstorming for subtopics	Development of Subtopics
Wk2 (Sept.13)	Discuss possible team subtopics and individual report topics	• Team discussion for individual subtopics, individual topics and research questions.	Literature study through library search, web searching to read relevant information.
Wk3 (Sept.20)	Team Meeting I	• Team meeting with instructor (The 1st half)	Team Report
Wk4 (Sept.27)	Team Meeting II	• Team meeting with instructor (The 2nd half)	Team Report
Wk5 (Oct.4)	Entrepreneurial Design Project	• Introduction of Entrepreneurial Design Project (TBD) to be developed in class (to be presented Wk8)	Preparation of Interim Team Presentation
Wk6 (Oct.11)	**Interim Team Presentation (5%)**	• Present Team subtopic and individual topics to class for feedback	Preparation of Entrepreneurial Design Project
WK7 (Oct.18)	Entrepreneurial Design Project	• Continue work and ideation for Entrepreneurial Design Project • Consultation for team or individual topics	Preparation of Entrepreneurial Design Project
Oct.25	Fall Break	University closed	
Wk8 (Nov.1)	**Entrepreneurial Design Project (5%)**	• Presentation of the Entrepreneurial Design Project	
Wk9 (Nov.8)	Guest Speaker (TBD)	• Each Team brings forward their curiosities and questions concerning their topics in discussions in the class	NA
Wk10 (Nov.15)	Consultation	• Team Meeting with SA • Individual meeting with SA • Assignment of event committees and responsibilities on night of event	Preparation of Individual Progress Report, Final Presentation, and Individual Final Report
Wk11 (Nov.22)	**Individual Progress Report (20%)**	• Rehearsal of the Seminar event Presentation (Team 1~3) • Submit Individual Progress Report	Preparation of Final Presentation and Individual Final Report
Wk12 (Nov.29)	Rehearsal	Rehearsal of the Seminar event Presentation (Team 4~7)	Preparation of Final Presentation and Individual Final Report
Wk13 (Dec.6)	**Seminar Event Final Presentation (20%)**	Location TBD commencing @ 6pm; multiple committees will be responsible for range of tasks	Preparation of Individual Final Report
(Dec.8)	**Individual Final Report (30%)**	Submit Individual Final Report due by 8pm on Dec.8	