CARLETON UNIVERSITY
School of Industrial Design

IDES 4002 – Professional Practice – Winter 2019

INSTRUCTOR

Tim Haats, BID, MDes
Contract instructors’ office – AP 446
E-mail: tim.haats@carleton.ca

Office Hours
During class or by appointment

Teaching Assistant
Juan Saavedra (juan.saavedra@carleton.ca)

Office
Contract instructors’ office – AP 446

Contact
E-mail: tim.haats@carleton.ca

Office Hours
During class or by appointment

Teaching Assistant
Juan Saavedra (juan.saavedra@carleton.ca)

Course Time and Location
Mondays, 6:05pm-8:55pm, CB 2202

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:

1. Define the position of an industrial designer in a consultancy, a corporation, or as an entrepreneur.
2. Recognize the function of intellectual property in developing product strategies.
3. Acknowledge the legal responsibilities of designer client relationships through examples and via interaction, as well as debate with guest lecturers.
4. Recognize what is product liability and what is the responsibility of an industrial designer.
5. Identify the standards of practice within the industrial design profession.
6. Recognize what is product Codes & Standards and how they are applied in product development.
7. Create a framework of understanding in business economics and the management of a design consultancy or design/research division of a corporate organization.
8. Interpret how professional design organizations and associations promote and support industrial designers.
9. Explore approaches of promoting yourself as an industrial designer and the development of your personal “brand”.
10. Demonstrating professional conduct as an industrial designer.

Particular Course Information
Through a series of lectures, group discussions, assignments and tests, students will be evaluated on their comprehension of the course content. Assignments and tests will combine the overall understanding of presented material and provide students with basic knowledge of business and design principles and intellectual property for a career in design.

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

Note: 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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</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>CB 2202</td>
<td>• Course Overview&lt;br&gt;• Introduction to Projects &amp; Assignments&lt;br&gt;• Lecture: Being a Professional Industrial Designer</td>
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<tr>
<td>Jan. 7th</td>
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<tr>
<td>Week 2</td>
<td>CB 2202</td>
<td>• Guest Lecture: Caroline Lefebvre (IP Advisor – CIPO)&lt;br&gt;• Assignment 1 Presentations &amp; Discussion</td>
<td>• Weekly Timesheet&lt;br&gt;• Assignment 1 Due</td>
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<td>Jan. 14th</td>
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<tr>
<td>Week 3</td>
<td>CB 2202</td>
<td>• Guest Lecture: Standards Council of Canada&lt;br&gt;• Lecture: Selling Creativity – The Business of Design</td>
<td>• Weekly Timesheet</td>
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<td>Jan. 21st</td>
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<td>Week 4</td>
<td>CB 2202</td>
<td>• Guest Lecture: Andre Merizzi (Registered Patent Agent &amp; Partner – Merizzi Ramsbottom &amp; Forster)&lt;br&gt;• Guest Lecture: Curtis Behmann (Registered Patent Agent &amp; Partner – Borden Ladner Gervais)</td>
<td>• Weekly Timesheet</td>
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<td>Jan. 28th</td>
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<tr>
<td>Week 5</td>
<td>CB 2202</td>
<td>• Assignment 2 Presentations &amp; Discussion</td>
<td>• Weekly Timesheet&lt;br&gt;• Assignment 2 Due</td>
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<td>Feb. 4th</td>
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<td>Week 6</td>
<td>TBD</td>
<td>• Company Tours (no class)</td>
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<td>Feb. 11th</td>
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<td>Feb. 18th</td>
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<td><strong>WINTER BREAK</strong></td>
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<tr>
<td>Week 7</td>
<td>CB 2202</td>
<td>• Guest Panel Discussion: Professional Designers &amp; Entrepreneurs</td>
<td>• Weekly Timesheet</td>
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<td>Feb. 25th</td>
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<tr>
<td>Week 8</td>
<td>CB 2202</td>
<td>• Assignment 3 Presentations &amp; Discussion</td>
<td>• Weekly Timesheet&lt;br&gt;• Assignment 3 Due</td>
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<td>Mar. 4th</td>
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<td>Week 9</td>
<td>CB 2202</td>
<td>• Guest Lecture: Thomas Garvey (Board Member – WDO)&lt;br&gt;• Guest Lecture: Tim Poupore (Director of Standards – ACIDO)</td>
<td>• Weekly Timesheet</td>
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<td>Mar. 11th</td>
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<tr>
<td>Week 10</td>
<td>TBD</td>
<td>• Company Tours (no class)</td>
<td>• Weekly Timesheet</td>
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<td>Mar. 18th</td>
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<tr>
<td>Week 11</td>
<td>CB 2202</td>
<td>• IP Project Presentations &amp; Discussion with guest reviewer Curtis Behmann (Registered Patent Agent &amp; Partner – Borden Ladner Gervais)</td>
<td>• Weekly Timesheet&lt;br&gt;• IP Project Due</td>
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<td>Mar. 25th</td>
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<td>Week 12</td>
<td>CB 2202</td>
<td>• Test</td>
<td>• Weekly Timesheet</td>
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<td>Apr. 1st</td>
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<td>Week 13</td>
<td>CB 2202</td>
<td>• Course Wrap-up &amp; Discussion</td>
<td>• Final Timesheet Due</td>
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<td>Apr. 8th</td>
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Course Evaluation

- **Timesheets** 10%
- **IP Project** 30%
- **Assignments** (35%)
  - Assignment 1: The Elevator Pitch 10%
  - Assignment 2: Product Certifications & Standards 10%
  - Assignment 3: RFQ 15%
- **Test** 15%
- **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.

Requests for Academic Accommodation
You may need special arrangements to meet your academic obligations during the term. For an accommodation request, the processes are as follows:

- **Pregnancy obligation:** Please contact your instructor 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 the Equity Services website: https://carleton.ca/equity/accommodation/

- **Religious obligation:** Please contact your instructor 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 the Equity Services website: https://carleton.ca/equity/accommodation/

- **Academic Accommodations for Students with Disabilities:** If you have a documented disability requiring academic accommodations in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or pmc@carleton.ca for a formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with your instructor as soon as possible to ensure accommodation arrangements are made, carleton.ca/pmc

- **Survivors of Sexual Violence:** As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and is survivors are supported through academic accommodations as per Carleton’s Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: carleton.ca/sexual-violence-support

- **Accommodation for Student Activities:** Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation must be provided to students who compete or perform at the national or international level. Please contact your instructor 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. https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf

Instructional Offenses / Plagiarism
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.