

COURSE OUTLINE IDES 4002A • PROFESSIONAL PRACTICE • WINTER 2022

Instructor: **Thomas Garvey, BID, MSc, PhD**

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Location and time: **Online / Tuesdays 11:35 – 14:25**

Office Hours: By appointment

Teaching Assistant: **Sara Berkes**

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Office Hours: By appointment

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. Precludes additional credit for IDES 3503 (no longer offered). Prerequisite(s): IDES 3300 or IDES 3310 or permission of the School of Industrial Design. Lectures and discussion three hours a week.

Learning Outcomes

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

1. Demonstrate awareness of the nature and function of professional design societies and associations, and how they promote industrial designers,
2. Define the variety of industrial design professional positions in a corporation, a consultancy, or as an entrepreneur,
3. Understand the role of industrial and other design professions in contributing to communities, societies, and the world with unique reference to the United Nations (UN) Sustainable Development Goals (SDGs),

4. Create individual approaches to self-promotion and development of a personal identity/brand as an industrial designer,
5. Understand the function of intellectual property (IP) and recognize the variety of types of IP in the design professions,
6. Identify a range of professional, legal, and ethical responsibilities of designer-client relationships through examples, and
7. Understand a framework of management and business economics and how different business and corporate structures inform design decisions.

Course Deliverables

Assignment 1: Personal Future Project	25%	Due: Monday, February 7, 23:59
Assignment 2: Role of Design in UN SDGs Project	35%	Due: Monday, March 21, 23:59
Assignment 3: Intellectual Property Project (Take Home Exam)	40%	Due: Thursday, April 28, 23:59

Student Access to Quiz, Test and Exam Papers

Examinations are for evaluation purposes only and will not be returned to the student.

Required Materials

Although not 'required', the following text will be referenced throughout the course and is highly recommended as a general source of information for students beyond the completion of the course.

Crawford, T. (2005). *Business and Legal Forms for Industrial Designers*. New York, New York: Allworth Press. *Endorsed by the Industrial Designers Society of America (IDSA)*.

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

Attached as separate file.

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SCHEDULE

25% 35% 40%

A1 A2 A3

4310

Day	Date	Topic					
1	Tue	11-Jan	Course introduction / What is a profession?				
2	Tue	18-Jan	Professional industrial design organizations in Canada (ACID-O, ADIQ, ACID)	Personal Future			
3	Tue	25-Jan	International design organizations (WDO, IDSA, IxDA, other)				
4	Tue	01-Feb	PANEL 1: Diversity of employment types (corporate, consultancy, entrepreneur)	Due Review	03-Feb Review		
5	Tue	08-Feb	Career case studies / Role of design in communities and the world (UN SDGs)		Design for UN SDGs		
6	Tue	15-Feb	PANEL 2: Review of Assignment 1 (Presentations by students with guest reviewers)				
7	Tue	22-Feb					
8	Tue	01-Mar	Intellectual property (types of IP in the design professions nationally and internationally)	Review	IP Project		
9	Tue	08-Mar	Professional responsibilities, liabilities, and ethics				10-Mar Review
10	Tue	15-Mar	Management and business economics in the design professions 1				
11	Tue	22-Mar	PANEL 3: Review of Assignment 2 (Presentations by students with guest reviewers)				
12	Tue	29-Mar	Management and business economics in the design professions 2				
13	Tue	05-Apr	PANEL 4: What am I worth? Fees, salaries and the value of time management			07-Apr Review	
14	Tue	12-Apr	Classes end / TBD				
Thu	28-Apr	Assignment 3 / Last day for take home exams				Hand-in	