

CARLETON UNIVERSITY
SCHOOL OF INDUSTRIAL DESIGN

COURSE OUTLINE IDES 4301B • MINOR PROJECTS • FALL(2021)

Instructor: **Sara Fortier**

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Location: remote

Office Hours: By email

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Office Hours: By email

Time and Location: Please refer to Carleton Central under Student Services – Registration – Search

Schedule: https://central.carleton.ca/prod/bwysched.p_select_term?wsea_code=EXT

Course Description

Advanced skills-based course that enhances student experience in novel, experimental processes and techniques in design. Workshop-style activities and short projects focus on increasing skill competence and versatility in a variety of fields. Emphasis on time management and the ability to work independently. Includes: Experiential Learning Activity. Prerequisite(s): IDES 3302 or permission of the School of Industrial Design. Studio and lectures six hours a week.

Learning Outcomes

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

1. Draw from theory covered in previous courses to complement advanced training.
2. Develop specialized skills in selected design themes.

3. Experience problem solving using new methods in design, inspiration and imagination through the exploration of novel approaches and techniques.
4. Complete work efficiently in a time-limited workshop approach to skill acquisition and implementation.
5. Generate concepts and prototypes quickly, paying attention to and rationalizing formal detailing.
6. Explore a variety of prototyping and manufacturing materials and processes.
7. Document their process work to enhance their portfolio and demonstrate their skills in specialized areas of design.

Course Deliverables

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

This course will include a mix of asynchronous teaching with pre-recorded lectures and assignments that are to be completed prior to studio time. Studio time will take place from 12:00pm-4:00pm EST on Wednesdays and will involve a mix of live workshops and one-on-one group coaching. Special accommodations can be made for students who are outside of the EST timezone. The Project is broken down by several smaller deliverables which will be due the same week as class and will be marked shortly thereafter. Students are expected to participate fully during Studio Time and will be marked according to their attendance, participation, and professionalism.

Project (70%)

- Project Definition (5%)
- Interview Protocols & Research Plan (10%)
- User Personas & Top Research Insights (10%)
- Current-State Journey Map (10%)
- Design Brief (5%)
- Use Cases & User Flows (5%)
- Wireframes of Key Screens (15%)
- Clickable Prototype for Testing (5%)
- Brand Identity (5%)

Participation & Quizzes (10%)

Final Digital Hand-In (20%) – due December 10th, 2020

Clickable prototype of final application, refined journey map, and personas

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.

- Individual laptop with ability to participate in web-conferencing (access to a webcam and internet)
- Adobe Creative Cloud subscription (Adobe AI or XD)
- Figma
- Free digital collaboration tools such as Miro, Zoom, Skype, or Slack
- Standard Design Studio tools to enable note taking, sketching, concept generation, design research, and design deliverables such as wireframes, prototypes, and presentations.

Further materials and tools may be recommended at the Instructor's discretion.

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

Please see IDES 4301B Minor Studio F21 Appendix A – Course Schedule.

IDES 4301 B, Minor Projects- Appendix A: Schedule

Week #	Date	Asynchronous	Synchronous <i>(12:00pm-4:00pm EST)</i>	Platform	Deliverables
1	Sept. 15	Lecture: Course & theme introduction, project overview, service design/UX foundation.	Choosing a team and exploring topics/service areas	Zoom	Choose a topic/service area
2	Sept. 22	Lecture: User research - developing a protocol and recruiting criteria	Prepare interview protocols and research plan	Zoom	Interview protocols & research plan template
3	Sept. 29	Lecture: Data analysis and synthesis. Defining the problem.	Data analysis (<i>workshop format</i>)	Zoom, and Miro	
4	Oct. 6	No Lecture. Studio time will be for working on data analysis & research insights	Data analysis & synthesis continued.	Zoom and Miro	
5	Oct. 13	Lecture: User Personas (how to create based on research)	Create user personas and summarize research findings	Zoom and Miro	User Personas & Top Research Insights
6	Oct. 20	Lecture: Journey mapping - current and future state, components, when to use and how to create them	Create journey maps from research data (<i>workshop format</i>)	Zoom and Miro	Current-State Journey Map
7	Oct. 27	Fall break			
8	Nov. 3	Lecture: Solution finding & generation based on pain points and opportunities from research	Brainstorm solutions/concept generation (<i>workshop format</i>)	Zoom and Miro	Determine the application/solution to be created - complete a design brief
9	Nov. 10	Lecture: Use cases, user flows, and storyboards	Identify top use cases and create 3-5 user flows	Zoom, and Adobe XD	Use cases and user flows
10	Nov. 17	Lecture: Conceptual Wireframes, Detailed Wireframes	Sketching & wireframes for key user flows	Zoom, and Adobe XD	Sketching & wireframes for key user flows
11	Nov. 24	Lecture: Testing & Prototyping	Develop clickable prototype and test with classmates/get feedback and iterate	Zoom, and Adobe XD	Clickable prototype link

12	Dec. 1	Lecture: Moodboards, Brand Identity, Visual Design	Work on brand identity and visual design	Zoom, and Adobe XD or AI	Brand identity
13	Dec. 8	No Lecture. Presentations for second half of studio.	Continue to refine solution and final visual design (there will be presentations – however students will have additional time to finalize their project deliverables.)	Zoom, and Adobe XD	Final visual design, working prototype, refined journey map, and personas (Final digital hand-in due on December 10th)