CARLETON UNIVERSITY
SCHOOL OF INDUSTRIAL DESIGN

COURSE OUTLINE IDES 3601 • INDUSTRIAL DESIGN & THE USER • FALL (2019)

Instructor: Nourhan Hegazy
nourhanhegazy@cunet.carleton.ca
Room 446 Building Azrieli Pavilion.
Tel. 613 • 560 • 2600, ext. 5672

Teaching Assistant: (TBC)
Office Hours: During studio/lecture hours or by appointment.

Time and Location: Thurs 6-9pm Please refer to Carleton Central under Student Services – Registration – Search Schedule:
https://admissions.carleton.ca/faqs/where-can-i-find-the-class-schedule/

Course Description:
Design methodology and the value of scientific methods for data collection and decision-making. Techniques such as interviewing, focus groups, usability testing, brainstorming, and value analysis will be covered. Teamwork techniques and values are considered. Includes: Experiential Learning Activity. Prerequisite(s): IDES 2600. Lectures three hours a week, laboratory three hours a week.
Learning Outcomes:

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

1. Select and apply appropriate research methods to support the design process.
2. Understand and demonstrate the differences between quantitative and qualitative research methods.
3. Collect data by developing and employing appropriate methods.
4. Analyze and synthesize data to formulate insights.
5. Select and employ methods to generate ideas from insights.
6. Develop different types of media, concepts and/or prototypes to evaluate and refine ideas.
7. Cooperate as an effective and collaborative team.
8. Communicate the rationale for the selected approach and research outcomes by developing reports and presentations.
9. Value stakeholders’ input at all design stages.
10. Adopt professional/responsible behaviour.

Required Materials:

N/A

Reading Materials

Book


Articles and PDFs provided by instructor:

Computer Requirements:

Please refer to the computer requirements on the School of Industrial Design Website:

http://www.id.carleton.ca/undergraduate/about-the-bid-program/computer-requirements

Course Deliverables:

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

Class participation and attendance* 10%
Deliverable 1: Group Method Exploration Presentation and Report 30%
Deliverable 2: Individual Reading Reflection 25%
Deliverable 3: Group Research Proposal Presentation and Portfolio 35%

Total 100%

Individual/Group Work

This course includes both individual and group work. It is important in collaborative work that students clearly demonstrate their individual contribution.

Studio Review Attendance

Attendance at scheduled SID Reviews is mandatory. These are equivalent to exams when indicated in the course outline. Failure to attend the Review without reasonable cause, will result in a grade of F. Students arriving late for the Review 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, 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.

Student Access to Quiz, Test and Exam Papers

N/A

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

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).

The 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.

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 cuLearn. 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

IDES3601 - Industrial Design and the User - FALL (2019)

### Course Schedule

<table>
<thead>
<tr>
<th>Phases</th>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
<th>Week 5</th>
<th>Week 6</th>
<th>Week 7</th>
<th>Week 8</th>
<th>Week 9</th>
<th>Week 10</th>
<th>Week 11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Service Design and the User</td>
<td>Sept. 12</td>
<td>Sept. 19</td>
<td>Sept. 26</td>
<td>Oct. 3</td>
<td>Oct. 10</td>
<td>Oct. 17</td>
<td>Oct. 31</td>
<td>Nov. 7</td>
<td>Nov. 14</td>
<td>Nov. 22nd</td>
<td>Nov. 28</td>
</tr>
</tbody>
</table>
| **Class Topics and Activities** | Topic: The Emerging Landscape of Service Design and the User  
*Assign Deliverable 1: In groups, choose a method to explore | Topic: Secondary and Primary Research Overview  
Activity: Conduct a Literature Review | Topic: Design Ethnography  
Activity: Design an interview | Topic: Generative Research  
Activity: Design a Participatory Activity | Activity: Group Work on Method Exploration | Group Deliverable Presentations and Discussion: Method Exploration  
*Assign Deliverable 2: Write an individual reading reflection | Topic: Planning your Research Project  
*Assign Deliverable 3: In groups, choose a design challenge brief and develop a research proposal | What is Synthesis? Making Sense of Data  
Activity: Group work | What is Synthesis? Brainstorming Ideas  
Activity: Group work | Topic: Prototyping  
Activity: Group work | Topic: Usability Testing  
Activity: Group work |
<p>| <strong>Deliverables</strong> | | | | | | | | | | | |</p>
<table>
<thead>
<tr>
<th>Sharing Research Proposals</th>
<th>Week 12 Dec. 5</th>
<th>Group Deliverable Presentations and Discussion: Design Research Proposals</th>
</tr>
</thead>
</table>

**Deliverable 3:** Group Presentation and Portfolio