

MDes

Master of Design
School of Industrial Design
Carleton University



Future...

What do you like about design?

What do you like design to be/become?

...and what type of designer you want to be?

What are your plans after graduating from the Bachelor of Industrial Design?





Go Beyond Your Potential

MDes

Carleton University

The Master of Design is a postgraduate-level degree in the field of Design that focuses on exploring and advancing design principles and practices within a particular study focus.




What is a Master of Design?

The focus of the program is **to advance knowledge** in the field of Design through the study of advanced design principles and interdisciplinary design practices.

This is achieved through a program of studies that will enable graduates to **integrate** advanced design knowledge and methodologies, and interdisciplinary design processes into private and public sector business **practice**.

What is the MDes about?

<https://carleton.ca/id/mdes/>



A Master of Design allows you to explore design principles and practices within a particular area.

What is YOUR design INTEREST?

What is are you CURIOUS about?

What are you PASSIONATE about in design?

Maya Chopra

Gendered Design; Social Design; Intersectional Feminism



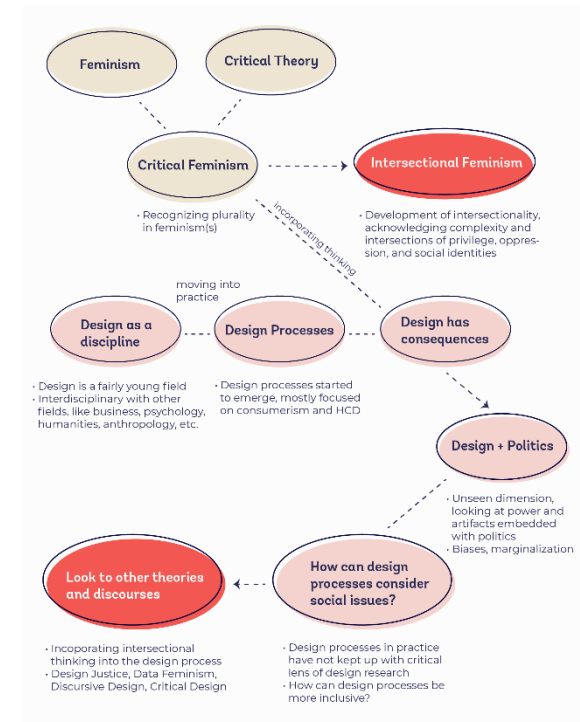
Exploring an intersectional design process

Over the past decade, the term *intersectionality* has gained popularity across academia and conversations concerning social justice. The concept has stimulated discourse around a new way of thinking about privilege, oppression, and how social identities such as race, ability, gender, class, ethnicity, interact together.

Design researchers are recognizing the **complex roles design plays in contributing to power structures** that reinforce privilege and oppression. However, the field of design has not yet fully embraced or explored the potential opportunities of bringing an intersectional perspective into the design process. Design has the potential to bridge the gap between theory and practice and bring intersectionality into critical praxis. By **incorporating intersectional thinking into design processes**, there is opportunity to support and advance approaches toward more inclusive design.

Why I am passionate about my research

Design is a unique field of research given its transdisciplinary nature. It serves as both a lens to challenge existing situations and provides opportunities for intervention and change. I am interested in **how design can** support this and be used to **enact positive social change**.



Insights from literature so far

Ruzbeh Irani

Human Computer Interaction (HCI); Interaction Design; Virtual Reality (VR); Somatic Tacit Knowledge



Tacit Knowledge Transfer In Virtual Reality

This study involves the exploration of **tactile feedback** and its **effects on cognitive load** in virtual reality, specifically **within the domain of motorcycle training**. As virtual reality technologies further develop, its uses for training become more apparent and as a result the technology's requirements for learning need to be researched. The study identifies, using both qualitative and quantitative methods (mixed methods), how one's experience and performance differs from the use of supplementary peripherals in existing VR systems.

Testing procedure for data collection

1. Pre-Test Survey – Qualitative – Ethnographic data of prior experience
2. VR Testing – Quantitative – Performance data of 3 groups (Within Subjects)
3. Post- Test Survey – Qualitative – Honeycomb Framework – 9 Point Likert Scale

Why I am passionate about my research

After getting into an accident, I was fearful of riding. I wanted to find a way to help train individuals without having them face the consequences of the real world. Virtual reality seemed to be a reputable tool for training within many industries; it's potential within the domain of motorcycle riding required research, hence my interest in the study.



High Tactile
Feedback
Simulator



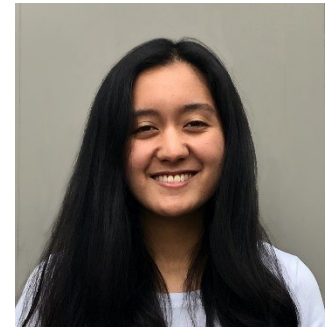
Mid Tactile
Feedback
Simulator



Low Tactile
Feedback
Simulator
(Control)

Sophie Nakashima

Accessibility and Design; Co-design

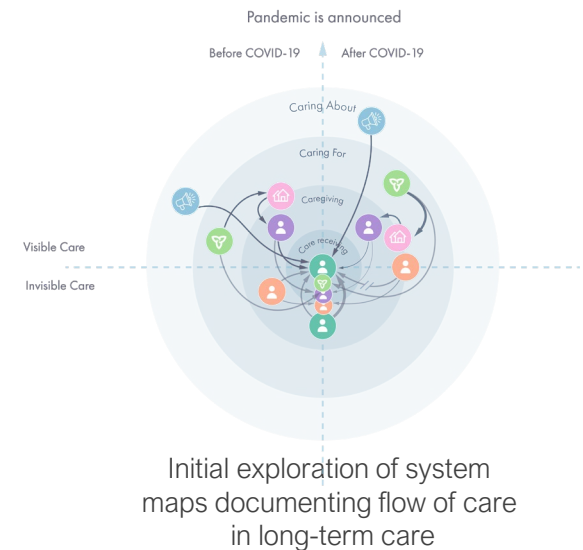


Spirituality and Service Design: Supporting spiritual care in Ontario long-term care homes

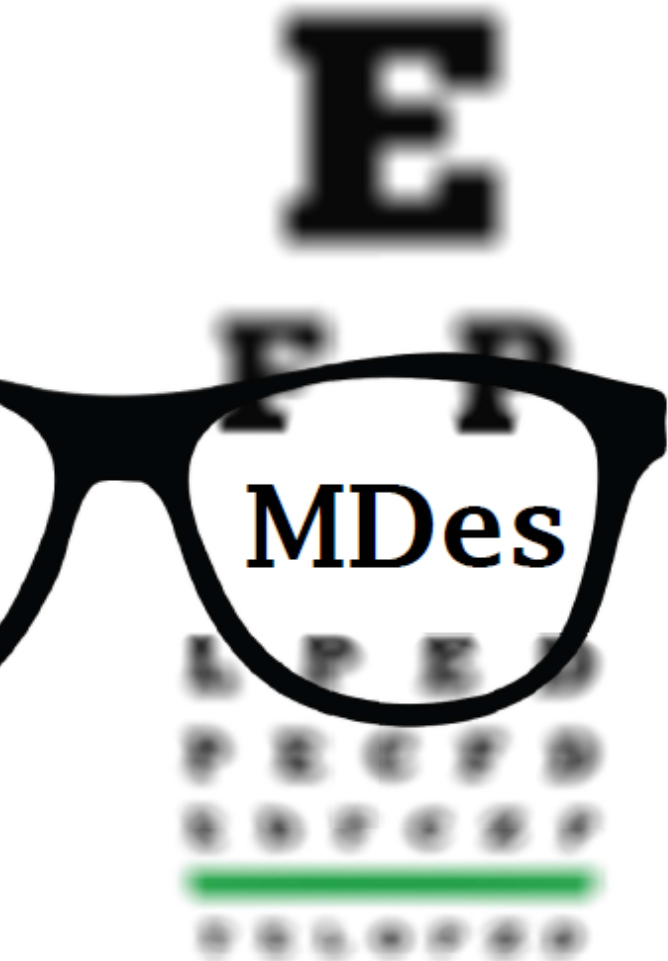
This thesis research will investigate the role of service design for the delivery of spiritual care in long-term care homes in Ontario. While spirituality is an important aspect of health and wellbeing, there is limited guidance and documentation of how spiritual care is provided within long-term care homes in Ontario. Using a multi-phase research approach, this study will explore the role of service design in the context of spiritual care through engaging directly with long-term care homes. Through hearing from and co-designing with administrators and care providers, this study aims to gain a greater understanding of the landscape of spiritual care in Ontario, as well as apply a service design lens to understand how to support organizational needs and delivery of a complex service.

Why I am passionate about my research

I am interested in exploring intersections of health and culture in my research. Service design is a unique and evolving field of design and I would like to investigate its applications in new contexts. I strongly believe in the value of co-designing and engaging community in order to drive design outcomes.



Outline of study phases

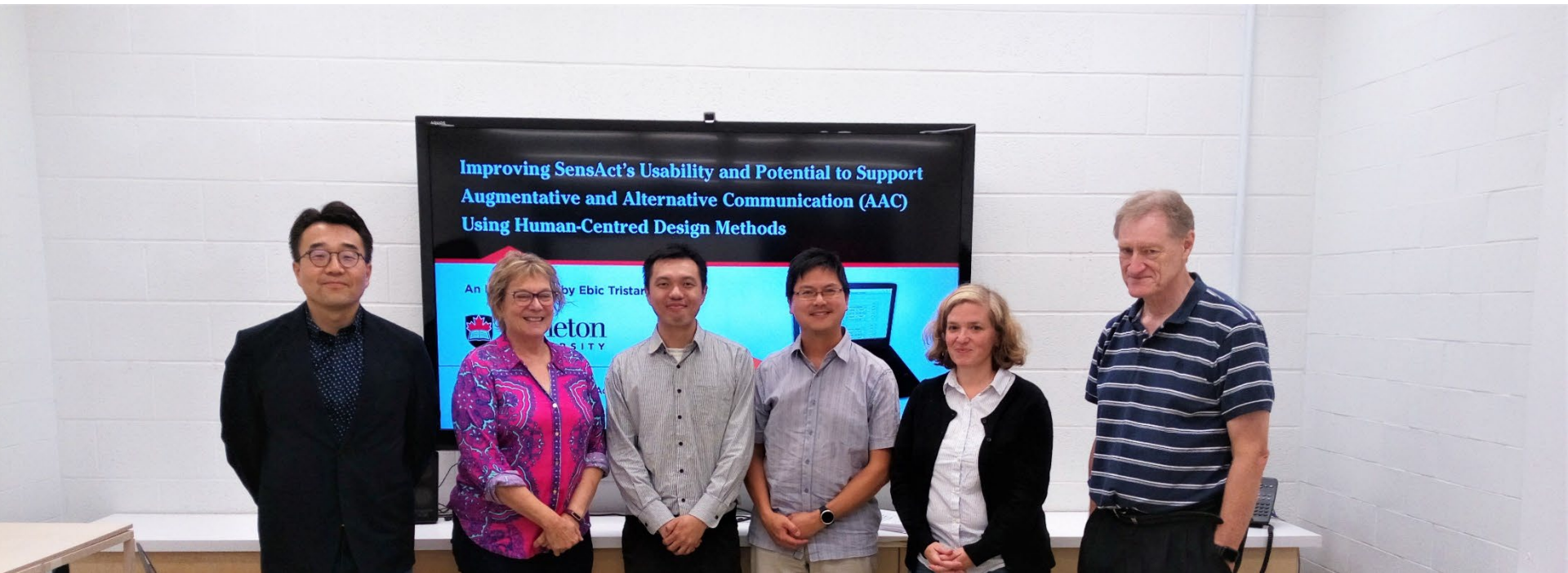


Completing a Master of Design program can help you...

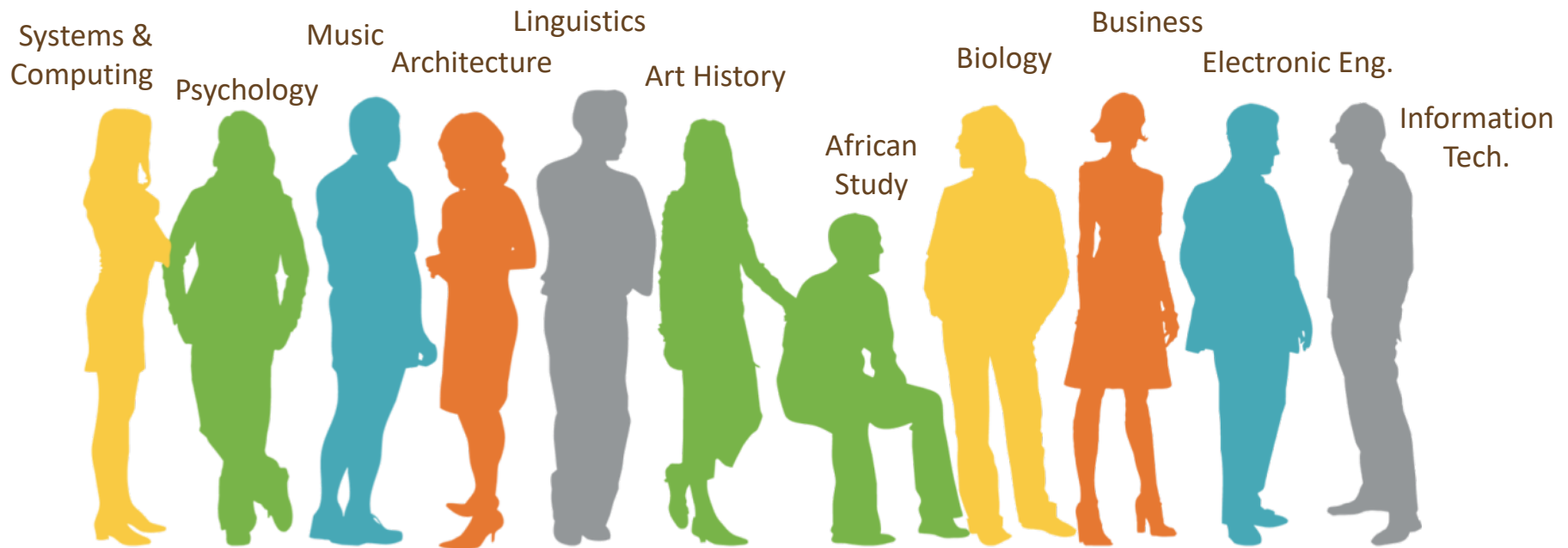
- To **achieve a deeper theoretical and practical** understanding of design potential and issues.
- To develop **in-depth knowledge** on a particular **specialization**, such as design research and design education, accessibility and inclusion, social design, health and wellness, prototyping, UX/UI design, service design, etc.
- To learn **advanced research** and **communication skills**.
- To **learn how to collaborate** with other disciplines and support their innovation processes.
- To boost your **portfolio** and extend your **network** of contacts in and beyond the industry.
- To **showcase** leading design **discoveries** through academic platforms (i.e., papers, conferences, exhibits, etc.).

What does a Master program entail?

- In order to complete the MDes program, you must complete a **sequence of core courses** and **write and defend a thesis** in a study subject you have chosen.
- The thesis is accomplished with the support of **two thesis supervisors**, both in and outside of the school of Industrial Design.



Interdisciplinary Collaboration

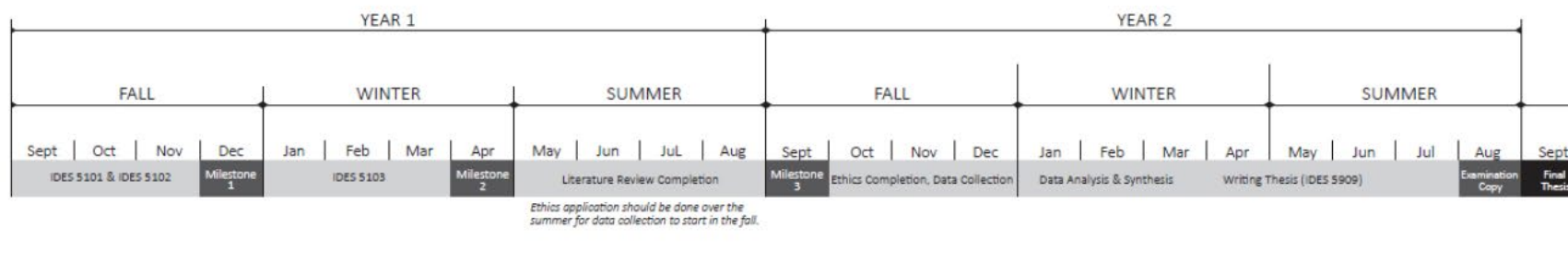


Example of departments on the campus that co-supervised MDes students

MDes Study Sequence

	Year 1			Year 2	
Research & Course work	Semester 1 Fall	Semester 2 Winter	Semester 3 Summer	Semester 4 Fall	Semester 5 Winter
IDES 5101 (0.5 credit) Interdisciplinary Design Development Seminar	●				
IDES 5102 (0.5 credit) Research Methods	●				
IDES 5103 (0.5 credit) Interdisciplinary Design Development Studio		●			
Elective (0.5 credit)	●	or ●			
Elective (0.5 credit)		●			
Elective (0.5 credit)			●	or ●	
IDES 5909 (2 credit) Thesis					●
Semester Credit	1.0 or 1.5	1.0 or 1.5	0.5	0.5	2.0
Accumulated Credit	1.0 or 1.5	2.5		3.0	5.0
Deliverables	Milestone 1 Statement of Study Interest	Milestone 2 Annotated Bibliography Thesis supervisor Assigning form		Milestone 3 Thesis Proposal	Final Thesis & Oral Examination
Research Activity	Establish area of interest Identify potential research topic	Scope of topic Hypothesis & Questions Develop methodology	Ethics Application Data Collection (If applicable) Literature Review Prepare Milestone 3	Conduct data collection Analyze & Synthesize data Identify Insights Draft of thesis	Examination Copy Complete Thesis Oral Defense
Supervisor	Confirmation of SID Supervisor; searching and confirmation for Co-supervisor		Work continue with the supervisor and co-supervisor	Work continue with the supervisor and co-supervisor	Formation of Examination board

MDes path completion



Milestone 1 Statement of Study Interest

Statement of Study Interest is a summary of your research interest that has been narrowed down during the 1st semester. It includes a brief description of your preliminary research questions along with the implication of the potential results of the research. Make sure that your research topic must tie to the research areas of the SID faculties with whom you want to work.

This document must be submitted to the MDes Brightspace submission link and emailed to the external co-supervisor for evaluation by **December 23** in the 1st Fall term (if you don't meet this deadline, it will be difficult to meet the April deadline for Milestone 2.)

Students must submit the thesis supervisor form no later than September 30. Full-time students should update it with the co-supervisor choice no later than December 23; part-time students no later than the end of the third term.

Milestone 2 Annotated Bibliography

Annotated bibliography is a summary and/or evaluation of sources you have used for researching your study topic. It includes a brief explanation of why each source is credible and relevant to your research topic. This substantial document of the preliminary research into a thesis topic areas must be submitted to the MDes Brightspace submission link and emailed to your external co-supervisor by **April 30** in the 2nd term.

Milestone 3 Thesis Proposal

Thesis proposal describes what you will investigate, why it is important, and how you will do the research to get your thesis plan approved. It includes the clear research questions, hypothesis investigated, relevant sources from concrete literature review, and doable data collection and analysis methods and research plan.

Milestone 3 must be submitted to the MDes Milestones Brightspace submission link and e-mailed to your co-supervisor by **September 30** in year 2.

Students must successfully satisfy each milestone requirement before proceeding. If a milestone is unsatisfied, the re-submission date will be negotiated with the Graduate Program Coordinator and the student's thesis supervisors.

Examination Copy

Examination copy of your thesis must be distributed to the thesis examination committee by **the end of August in year 2.**

Oral thesis defense will be scheduled 2 weeks after the submission of the examination copy.

Final Thesis

The deadline of a final thesis submission is usually in **the middle of September** for November graduation (date changes yearly).

If the final thesis is not submitted until middle to end of September, graduation will take place in the winter semester, without having to pay ongoing tuition fees.

Financial support!

- **Domestic students** (Canadian Citizenship or Permanent Resident) receive **financial support** from Carleton University in the form of teaching assistantships (**TA**) and scholarships based on academic excellence.
- You do not need to apply for these types of assistantships or scholarships, you will **automatically** be considered at the time of admission.
- Students will receive their TA assignments based on their background and preferences within with Bachelor of Industrial Design undergraduate courses.



Application

Early submission: January 15

(domestic applications will be assessed starting from this day, and offers made)

Deadline: April 1st to be considered for funding

(if space and funds remain, submissions will be accepted till August 31st)



Faculty Research Areas & MDes Thesis Opportunities

Bjarki Hallgrímsson

Physical Prototyping Methods and Technologies; Community Based Design (with a focus on prototyping); Design History



Research focus and activity

My main research focus is **prototyping** methodology. This broadly includes *technological aspects of making prototypes* for various stages of the design process using different approaches, processes and materials. Additionally, prototyping extends beyond the purely physical to include *processes and activities that involve many stakeholders in transdisciplinary workflows*. This is more related to design thinking and participatory design as an approach to engage many stakeholders in a project, as opposed to necessarily build physical prototypes.

I also collaborate with the History and Art and Architectural History departments at Carleton on capturing and evolving the **historical narrative** about the *industrial design profession*. We have inherited historical design artefacts from the previous *DX Museum exhibit* in Toronto that is now part of our own collection. Furthermore, the location of Carleton University in Ottawa is a significant cultural advantage for research in this area. This track allows students to build interdisciplinary expertise in theoretical aspects as well as archival research and ethnographic research using oral histories as an example.

Bjarki Hallgrímsson

Physical Prototyping Methods and Technologies; Community-Based Design (with a focus on prototyping); Design History



Current and past research projects

Design History Project

In collaboration with the Art and Architectural History and History departments at Carleton University we are researching design history through various research lenses. Ongoing work includes *research on the DX Museum artefacts*. Completed thesis work includes: Alisdair, MacRae, “Investigating History Through Exhibition Design: A Case Study On Wim Gilles”, 2018.

Prototyping and Modelmaking

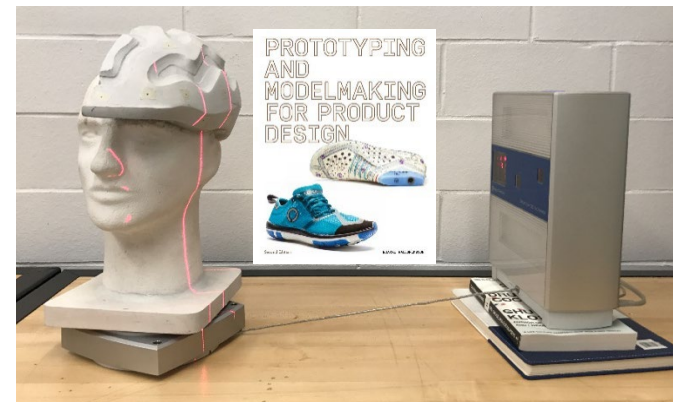
Research and investigation into the *types of prototyping approaches and methods* that designers use in their product development process. The work has been published as a book in 5 languages and is now in its 2nd edition.

Research Assistant opportunities for students

- Opportunity for students who wish to join my research group will be offered an RA stipend of 4-5K.



Artefacts from DX Museum



Prototyping and Modelmaking for Product Design, 2nd Ed.

Chantal Trudel

Design for Health and Wellness; Transportation Design; Human Factors; Systems Design; Service Design; Participatory Design; Community-Based Research



Research focus and activity

My research and educational approach is grounded in salutogenic and participatory practices to support *responsible design* for *health*, *wellness*, *inclusion* and *accessibility* in both clinical and public health settings.

Prior to my appointment at Carleton University, *I worked as a product designer* followed by more than *10 years of experience in healthcare planning and design*. Throughout my career in both industry and the academic setting, I have been a strong proponent of participatory design, acting as a facilitator to engage community stakeholders in the design and development of ‘their’ goals, objectives, programs and projects.

My students and I work closely with community partners such as Bruyère Research Institute, the Children’s Hospital of Eastern Ontario (CHEO), and the National Research Council’s Centre for Air Travel Research. Together, we are working on advancing our understanding and development of the *built environment, service models and emerging technologies to support health and wellness*. This includes studying diverse settings where health and wellness can be fostered through visioning alternatives, whether large or small. We use *ethnographic approaches* and *creative methods* to engage multiple stakeholders throughout the work, as well as large scale quantitative measures to understand larger demographic considerations related to design. Working in these *transdisciplinary teams* which include community members, healthcare researchers and clinicians, engineers, interior designers, human factors professionals, we are creating new service models and workflows and supportive environments through space planning, product and technology development.

Chantal Trudel

Design for Health and Wellness; Transportation Design; Human Factors; Systems Design; Service Design; Participatory Design; Community-Based Research



Current and past research projects

Research and Education in Accessibility, Design, & Innovation (READi)

READi provides accessibility training and skills to students. It is the first *interdisciplinary post-secondary accessibility-training program offered in Canada*. This integrated solutions-oriented training program includes applied and experimental learning with business, non-government organizations, accessibility experts and persons with disabilities.

Bruyère Real-time Monitoring & Analytics to Support the Design of Patient/Resident Care Workflows, Environments & Products

In this new research program being developed by Prof. Trudel and Dr. Adrian Chan, students will work with leading researchers, industry partners, patients, and care providers to design *new ways to learn and think about health* through real time data.

Learning through the Pandemic – Rethinking Long Term Care Design

Funded by the Canadian Institute for Health Research and the Foundation for Health Environments Research (USA), *students are working with LTC homes across Canada to re-imagine services*, the environment, products, and technologies to support this sector.

Research Assistant opportunities for students

- 2-year RAship Salary: 20K+ (with opportunities for additional funding)



Denise Pong designing with a Bruyère resident.



Real-time Monitoring & Analytics Research Program

Chantal Trudel

Design for Health and Wellness; Transportation Design; Human Factors; Systems Design; Service Design; Participatory Design; Community-Based Research



Current and past research projects

National Research Council Centre for Air Travel Research (NRC CATR)
Working with Dr. Shelley Kelsey, Chantal and her students have focused on studying *the air travel experience of marginalized groups* over the past several years. Their projects have included the design of airport and cabin interiors, information systems, wayfinding and service models to include and support older adults, people living with obesity, in air travel design and evaluation. The team has also worked on pandemic research in air travel to support UX under these new conditions and the integration of VR/AR design in air travel design methodology.

NRC Aging in Place (AiP) Research Program

This 7 year research program focused on supporting *a more inclusive and usable door-through-door travel experience for older Canadians*. Students will work at Carleton and the NRC Centre for Air Travel Research (high-fidelity air travel simulation centre).

Research Assistant opportunities for students

- AiP Research Program: 2-year RAship Salary of 40K



National Research Council
Centre for Air Travel Research



Dr. Kelsey, Prof. Trudel & Rob Shudra at the NRC CATR

Chiara Del Gaudio

Political Design; Gendered and Design; Participatory Design;
Strategic Design for Social Innovation; Speculative and Critical
Design; Decolonising Design



Research focus and activity

Chiara Del Gaudio's main research and practice interests are *Design as a political process*, *Participatory and Collaborative design approaches*, *Strategic Design for Social Innovation*, and *power and conflict in Design processes*. Within this framework, her research mainly focuses on designers' contribution towards more democratic scenarios. Specifically, she seeks to explore how designers can promote the conditions for them to happen and **Design processes for self-determination**. In this regard, at the current moment, she is researching how power plays out in the Design process, how Design can promote the transgression of oppressing social norms, and how to evolve the existing Strategic Design practice through the concepts of tactics, devices, and strategies, and the theories of complexity. Moreover, she has been researching the *limits, challenges, and risks related to collaborative and participatory approaches* when applied in society, and mainly in *conflict-affected and fragile urban areas*; and the necessary conditions for this kind of Design practice. She also is an active and growing member of the design research community at the national and international levels.

Chiara Del Gaudio

Political Design; Gendered and Design; Participatory Design;
Strategic Design for Social Innovation; Speculative and Critical
Design; Decolonising Design



Current and past research projects

Urban Imaginaries

The project seeks to promote the collective creation and discussion of new urban imaginaries for Ottawa. It will do this through a series of public events aiming at catalyzing collaborative knowledge sharing and building.

Tackling gender oppression by embracing transgression in Design

this research project, exploratory in nature, aims to understand how Design can support the transgression of socially defined gender norms and, therefore, address gender oppression. It will also reflect on the relevance of embracing transgression in design processes towards increasing the creative potential of design practice and enabling plural possibilities of being.

Research Assistant opportunities for students

- Supervised students that show interest, appropriate skills and a pro-active approach will be offered the opportunity to join my research activities and will receive an RAship for this.

Chiara Del Gaudio

Political Design; Gendered and Design; Participatory Design;
Strategic Design for Social Innovation; Speculative and Critical
Design; Decolonising Design



Current and past research projects

Unveiling Co-design

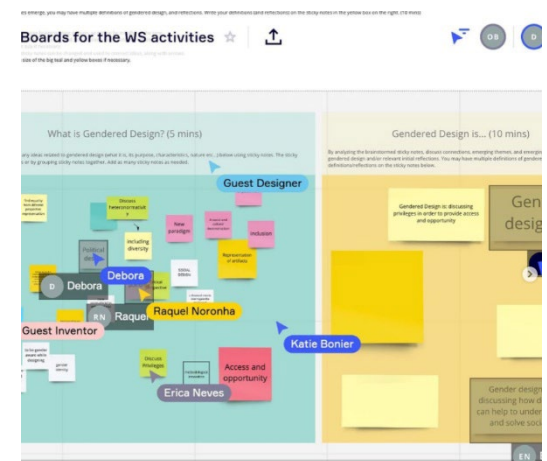
This research project aims to strengthen the democratic potentialities and dimensions of co-design processes. Its main goal is to promote an understanding of where and when co-design processes are not democratic and promote awareness about how the decisions taken by the participants of a co-design process can influence the wider context.

Gendered Design in STEAM in Low and Middle-Income Countries

a three-year research program financed by the International Development Research Centre (IDRC) Canada and managed by Carleton University (Canada) aiming at identifying, supporting, and promoting a community of experts in LMICs in Latin America, Africa and Asia engaged, or interested in engaging with Gendered Design as a potential field of practice and research.



Mapping Exclusions within Co-Design processes



GDS workshop

Chiara Del Gaudio

Political Design; Gendered and Design; Participatory Design;
Strategic Design for Social Innovation; Speculative and Critical
Design; Decolonising Design



Current and past research projects

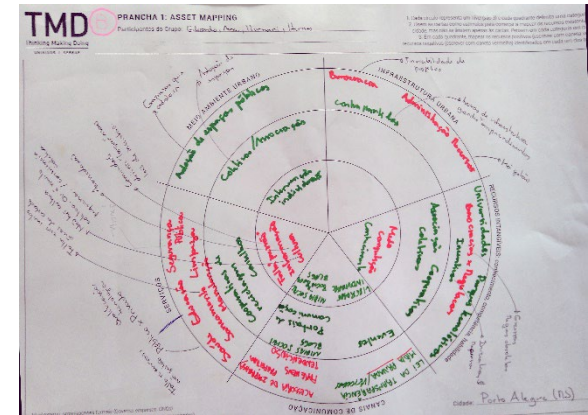
Thinking Making Doing

a project set up in collaboration with SEBRAE-RS in Porto Alegre, Brazil. Through a Service Design and Strategic Design approach, the project aimed at designing new services for 10 local collaborative spaces that could work on an ecosystem level.

Design for Democracy

A series of activities (events, design and research activities) to reflect and promote reflections on the relationship and strong convergence between Design and Democracy, as well as to promote new design practices related to four dimensions of this relationship: (1) design of democracy; (2) design for democracy; (3) design in democracy; (4) design as democracy. The topic was addressed through lectures, round tables and design activities that allowed knowledge exchanges and building between experts from different academic areas and the local community. Here the final statement produced together with the participants:

<http://democracy-design.designpolicy.eu/statement/chiara-del-gaudio/>



Mapping Ecosystem Opportunities



2nd Event: exploring design contribution through Art, Design, Architecture, Music

Chiara Del Gaudio

Co-design; Design as Political Process; Gendered Design;
Participatory Design; Strategic Design for Social Innovation



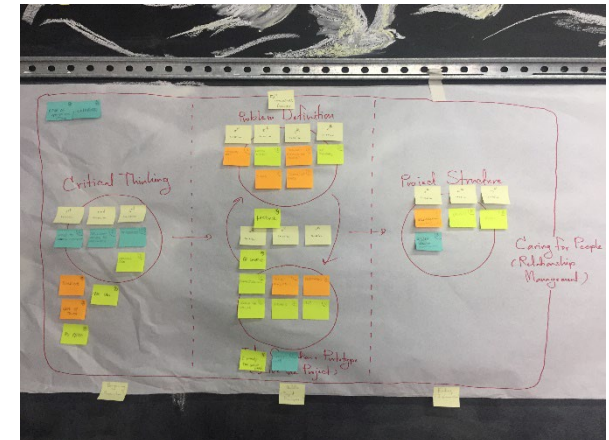
Current and past research projects

City Visionaries

a research project conducted in collaboration by University Brunel London and TransLab (a social innovation laboratory, localized in Porto Alegre, Brazil), and financed by Newton Fund and British Council. The project consisted in the development and implementation of a program for helping NGOs in co-designing with young people from local favelas new businesses that could contribute to the local context.

Transformando o Serviço em PMEs

a research project set up with SEBRAE-RS in Porto Alegre, Brazil. Through a Service Design and Co-Design approach, the project aimed at redesigning the innovation processes of 10 small local businesses.



City Visionary: the program



Story board of the new service

Juan Jiménez Garcia

Human-Computer Interaction (HCI); Interaction Design (IxD); Human-Centered Design (HCD); Personal Informatics for Healthcare and Wellness ; Ethnographically Informed Design; Generative Design; Participatory design <https://juanjimenezdesign.com>



Research focus and activity

Designing for personal reflective and persuasive informatics

The design of **technology-mediated solutions that supports people's daily life**. An exploration on persuasive vs. reflective personal informatics solutions and how they can be harmonized for user empowerment. This work aims at providing the user with more meaningful information elements to follow a more deep and critical reflection process, therefore, creating user engagement and proper understanding of their behaviors and actions.

Designing for healthcare and wellness scenarios

The design of technology-mediated solutions **that considers** the current **digital transformation in healthcare services** as broadly changing from being solely delivered by professionals in hospitals, to considering daily-life experiences and patients' personal contexts. This implies an increasing amount of personal data where patients are considered to be more responsible to monitor and reflect on their health condition based on personal health data.

Designing for social innovation

The design of digital technologies that embrace a **community-based participatory approach to enhancing accessibility of digital technology** by closing the gap between design requirements and people's localized needs and values. This work takes a multidisciplinary focus on developing and applying human-centered design methods in a real context.

Juan Jiménez Garcia

Human-Computer Interaction (HCI); Interaction Design (IxD); Human-Centered Design (HCD); Personal Informatics for Healthcare and Wellness ; Ethnographically Informed Design; Generative Design; Participatory design <https://juanjimenezdesign.com>



Current and past research projects

Improving Tuberculosis contact tracing

A cross-sectional qualitative study combining human-centered design, social science methods, and a knowledge-growing strategy. This project aimed at identifying barriers, facilitators, and design opportunities in the improvement of identification of TB contact and key-patients towards a technology-assistive follow-up treatment. Details: <https://juanjimenezdesign.com/tuberculosis/>

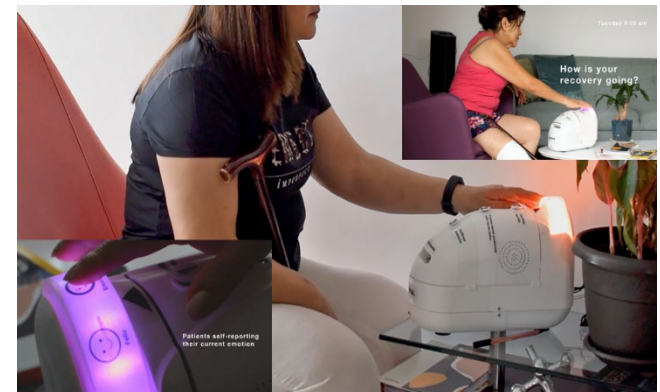
Designing a supportive patients' experience digital tool: the case of Total Hip Replacement Process.

This project aimed to develop an emotional assistant monitoring device to support Total Hip Replacement patients during the recovery process. This device enables the collection and delivery of meaningful information to activate patients' awareness about the course of their recovery and to help them to cope with the emotional and physical dynamics changes of the recovery.

Details: <https://juanjimenezdesign.com/emma/>



Field work and Contextmapping techniques with TB contacts and key-patients



EMMA – Tangible User Interface. In-the-field prototyping testing

Juan Jiménez Garcia

Human-Computer Interaction (HCI); Interaction Design (IxD); Human-Centered Design (HCD); Personal Informatics for Healthcare and Wellness ; Ethnographically Informed Design; Generative Design; Participatory design <https://juanjimenezdesign.com>



Current and past research projects

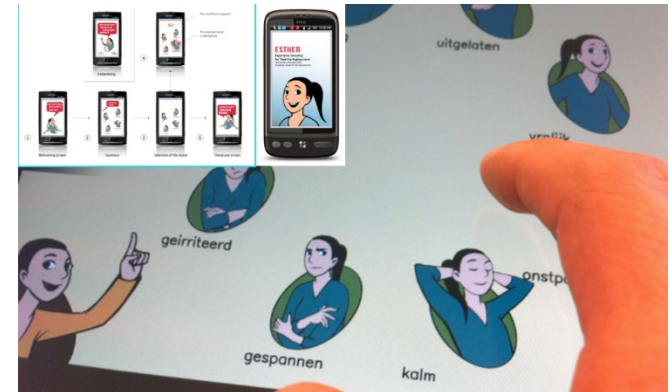
Designing reflective healthcare informatics: supporting patients during recovery at home.

This project addressed the challenge to design research tools that fit in the user's home context and recovery process after Total Knee/Hip Replacement. ESTHER was designed as an in-situ ecological design tool to capture an acute view of the life of THR patients during recovery at home. It samples and assesses both qualitative data (user-driven) and quantitative data (system-driven) from patients' event of sequences, physical activity and mood.

Details: <https://juanjimenezdesign.com/esther/>

Research Assistant opportunities for students:

- I want to work with graduate students who are **keen to create social impact** by designing socio-technical systems that deliver meaningful experiences between people, technology, and data, understanding and representing human needs through digital interactions that improve people's daily life.
- Salary will be defined based on the level of involvement and the funding assigned to a specific project.



Participatory Design – Workshops with community leaders and members. Digital prototype.

Stephen Field

Co-creation and Co-design; Design Entrepreneurship;
Participatory Design Research; Cross Culture Collaboration;
Distributed Studio



Research focus and activity

Coming from a global background in design and development of energy efficient housing components and manufacturing, my research focus has led to demonstrate how collaborative holistic approaches can be utilized in developing sustainable products and systems for remote Canadian First Nations and Inuit communities. By working within interdisciplinary framework that creates participatory research teams within the university; Sprott School of Business, School of Industrial Design, and Environmental Engineering. Through this collaboration students embrace co-creation and co-design research methods. By conducting intensive multi-week field trips, students actively engage with communities, employing participatory approaches implementing prototyping and testing methods. Due to the geographic isolation students develop tools and methods that facilitate distant distributed studios, allowing for ongoing community engagement. Graduate students interested in collaboration that applies design processes to assist in developing self-sufficiency and self-reliance through community entrepreneurship that is respectful to the indigenous communities.

Stephen Field

Co-creation and Co-design; Design Entrepreneurship; Participatory Design Research; Cross Culture Collaboration; Distributed Studio



Current and past research projects

Maasai Community Engagement

This interdisciplinary collaborative project between the Sprott School of Business, School of Industrial Design, and Environmental Engineering, **engaging students in co-design and co-creation with Maasai communities** in the district of Longido, Tanzania. Active engagement research to create self-reliance, self-sufficiency in a sustainable context.

Interdisciplinary Framework for Northern First Nation and Inuit Communities

This research focuses on developing interactive processes allowing potential high impact solutions to be generated by all parties despite cultural differences and geographical separation. Several Northern communities such as Na-cho Nyak Dun in Mayo Yukon, Igloolik Nunavut and Masset BC, among others have extended their participation with students from Sprott School of Business and School of Industrial Design. This Interdisciplinary research utilizes and evaluates digital collaborative tools such as Virtual Reality, into the research process to allow for engagement between the geographically distributed teams.

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Tim Haats

Design Entrepreneurship; Emerging Design Technologies; Prototyping Methods; Innovation; Design Thinking; Intellectual Property



Research focus and activity:

Tim's research interests revolve around design, entrepreneurship, and business, and the emerging design practices that support innovation. This includes topics such as design entrepreneurship, design thinking, business design, emerging technologies, design tools and methods, and intellectual property. Currently, Tim's focus is mainly on design entrepreneurship and emerging technologies.

Within the topic of design entrepreneurship, Tim is working towards understanding the dynamics of venture start-ups and how design can play a critical role in the development of successful small businesses. He is also trying to understand what makes designers entrepreneurial and how to foster more designer-founders in support of innovation and economic development.

Within the topic of emerging technologies, Tim is exploring the use of Extended Reality (XR) – including Virtual Reality (VR), Augmented Reality (AR), and Mixed Reality (MR) – within industrial design practice, and how these technologies can support product development through forms of collaboration, communication, prototyping, and testing. This includes understanding how professional designers are currently using these technologies, but also investigating new opportunities that will enhance the design process. Furthermore, Tim is exploring the development of new technology applications. This work is being done in collaboration with businesses and organizations who are innovating within their respective industries.

Tim Haats

Design Entrepreneurship; Emerging Design Technologies; Prototyping Methods; Innovation; Design Thinking; Intellectual Property



Current and past research projects

XR Technologies for Industrial Design Practice

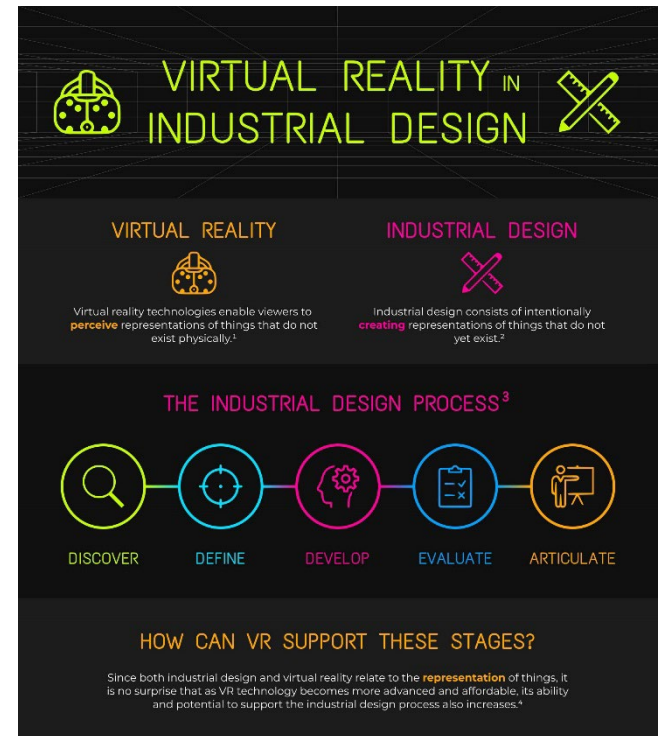
Advancements in technology and digital tools are providing industrial designers with new opportunities to enhance their design capabilities. This research project explores these opportunities to understand how emerging Extended Reality (XR) technologies are shaping the modern industrial design practice, and how they can be integrated into the product development process most effectively.

Designers' Entrepreneurial Intentions

What makes a designer entrepreneurial? To answer this question, we need to understand the designer's aspirations, motivations, and intentions; we need to understand the designer's state of mind towards entrepreneurship. This research project explores these factors from various perspectives to identify key considerations for fostering entrepreneurial activity amongst industrial designers.

Research Assistant opportunities for students:

- Students who wish to work on one of these projects will be offered an RA stipend of up to 5K.



VR in Industrial Design

Tim Haats

Design Entrepreneurship; Emerging Design Technologies; Prototyping Methods; Innovation; Design Thinking; Intellectual Property



Current and past research projects

Designing for HyFlex Teaching & Learning

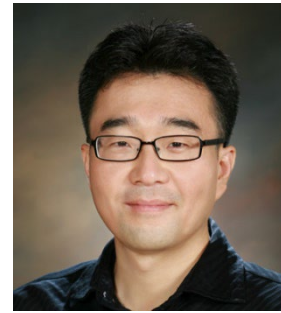
The COVID-19 pandemic has pushed Universities and Colleges to explore new ways of delivering education. One such strategy has been to implement the hybrid-flexible (HyFlex) teaching model which allows for simultaneous face-to-face and online instruction and learning. With the rapid rollout of HyFlex learning spaces, it quickly became evident that there is much room for improvement. This research project explores the pain points of HyFlex to identify opportunities for new design solutions. It investigates new technological interventions that will enhance the effectiveness of the HyFlex model, ultimately improving stakeholder experiences within the teaching and learning environment.

Research Assistant opportunities for students:

- Students who wish to work on this project will be offered an internship stipend starting at 10K.

WonJoon Chung

Creativity in Design; Co-design; Individual and Collective creativity;
Prototyping Methods; Design Thinking & Pedagogy



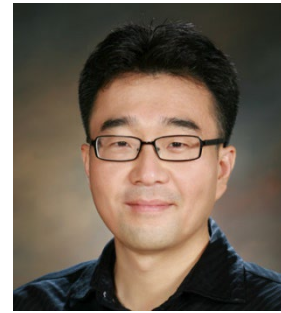
Research focus and activity

Dr. Chung's research focuses on individual and collective creativity of designers, strategic research on design thinking, and pedagogical research to improve students' design competency in response to the demand of the 21st century. Specifically, he is interested in working on a practical application of the characteristics of design thinking such as abductive reasoning process, reflective practices, outside the box thinking, and iterative process using tangible artifacts (i.e. sketches and prototype) to tackle wicked design problem.

His research endeavour led him to be invited to participate in several government-funded projects in Korea that allowed him to establish a partnership with a number of prestigious industry partners as well as design department in universities in Korea.

WonJoon Chung

Creativity in Design; Co-design; Individual and Collective creativity;
Prototyping Methods; Design Thinking & Pedagogy



Current and past research projects

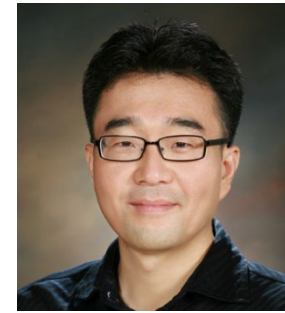
Designing Learning Space to Promote Creativity and Collaboration in Schools (2020)

The rapid development of digital technology and the emergence of the 4th industrial revolution has led us to re-evaluate the current education system and curriculum. Particularly, it is necessary to **redesign the traditional learning space** like a classroom to be more effective space that allows students to actively engage with their learning and accommodating their multiple demands. This notion brings our attention to design a new classroom environment that would be appropriate for the young students to actively engage with teachers and their peers, foster their experiential learning, and facilitates greater access to contents and resources. This matter is not limited to a particular region, but a global concern and also is not only an issue of the post-secondary education but that of k-12 education as well.

(Postponed due to COVID 19)

WonJoon Chung

Creativity in Design; Co-design; Individual and Collective creativity; Prototyping Methods; Design Thinking & Pedagogy



Current and past research projects

Development of convergence design workshop Program (2014)

Existing research on creativity discusses theoretical principles such as abductive thinking, bisociation, and out-of-the-box thinking as the underlying mechanism for generating creative ideas. Yet, there is little research on how inexperienced designers (e.g., design students) can experience these principles and put them into a design practice in various contexts. This project developed a group workshop technique in which participants can experience the principles of creativity in collaboration with others. In terms of design education, the workshop technique and tools can be used as supplementary material to allow student designers to experience the principles of creativity in a playful manner, while also practicing to strike a balance between imagination and reality in their design ideas.



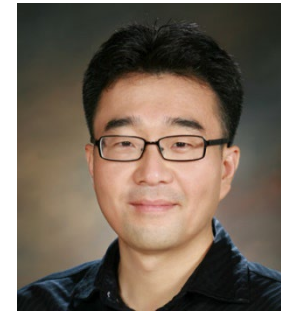
Collaborative ideation workshop with non-designers



Collaborative ideation workshop with non-designers

WonJoon Chung

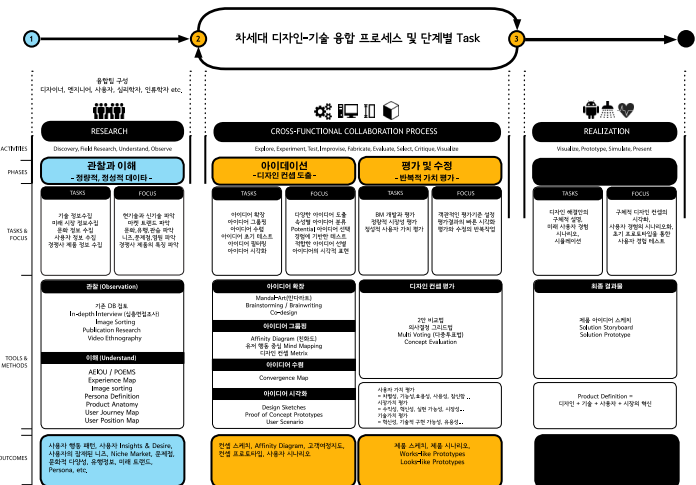
Creativity in Design; Co-design; Individual and Collective creativity; Prototyping Methods; Design thinking & Pedagogy



Current and past research projects

Converging design for small and middle size enterprises in Korea (2014)

A number of methods and techniques have been developed and used to facilitate the process of **interdisciplinary collaboration** in design practices. As they were developed based on unique design cultures and different organizational structure, however, it may cause a problem if one which has a different culture and structure try to adapt it without serious consideration of their own cultural differences and custom. For this reason, this project conducted cultural, contextual and ethnographic investigation and develop more proper **methods** of the convergence **design** that **suitable for design industry in Korea**. The theoretical basis of the convergence design are investigated in order to develop effective methods of convergence design for Korean.



Design convergence platform

Thomas Garvey



Design for Minimal Environments; Design for Extreme Environments; Interdisciplinary Design Development; Internationalization of Design Education; World Design Organization

Research focus and activity & Opportunities for students

*I'm interested in working with graduate students who are deeply interested in **international collaborations**, to work in conjunction with **World Design Organization (WDO)** members on a range of contemporary design and research issues.*

Research questions should be aligned with 1 or more of the WDO current program areas.

- World Design Capital Program (WDCP)
- World Design Impact Prize (WDIP)
- World Design Talks

World Design Research and Education Forum

Create bridges between academics and industry leaders to further enhance the future of design research and education.

World Design Challenges (Interdesigns)

- Created in 1971, these workshops enable designers from around the world to develop solutions for local problems of global significance.
- 38 workshops have been held in 25 countries to address climate change, urban transportation and traffic, an ageing population, green spaces, healthcare access, and water management.

Useful links

MDes info: <https://carleton.ca/id/programs/mdes/>

Faculty profiles: <https://carleton.ca/id/people/>

Application information: <https://carleton.ca/id/programs/mdes/application-mdes/>

MDes studio projects: <https://carleton.ca/id/programs/mdes/mdes-studio/>

for more information

email: id@carleton.ca

phone: 613-520-5672