Assignment 1 - The Fun Theory

- Fun Theory Project Due March 14, 2025 by 10:00 A.M.

- Critical Reflection Due March 14, 2025, by 10:00 A.M.

This assignment is worth 15% of your final grade. It has 2 parts - the fun theory project (12% of your final grade), and a critical reflection (3% of your final grade).

This fun theory project must be completed as a **team**. Your team should be created in Lab 1. Critical reflection must be completed as **individuals**.

In class, we watched the *Fun Theory* videos (if you didn't attend the lecture, videos can be found in slides - CIS2170_003 Intro to UI UX). The goal of this project was to encourage changes in human behaviour via positive reinforcement and good design. In all cases, the videos we watched considered the form and function of a particular everyday object and then improved it to encourage people to think and act differently. Your goal is the same, *with a twist*:

- You must redesign an everyday object in a way that modifies human behaviour to support our current ecological systems, or
- You must redesign an everyday object in a way that modifies human behaviour to support a manufactured ecosystem.

Must (65)	Should (+15)	Could (++)
Begin by brainstorming ideas in your team. During this stage, avoid judging	You should create and share (via Moodle) a Google doc that documents	

the ideas. Use the "Yes! And..." approach to help you out.	the ideas your team has come up with. [3]	
Once you have several ideas, you must pick your best one. You must document in a shared Google doc what the best idea is, and how the team will divvy up the work needed to complete the assignment. [10]	You should outline how you picked your best idea and include this within the shared Google doc. [3]	
You must create a 1-minute to 2-minute video commercial describing your new and improved Fun Theory project. Your commercial must: 1) explicitly describe the ecological system or manufactured ecosystem that your Fun Theory supports. [10] 2) describe what your Fun Theory idea is, and specifically, how it will help modify human behaviour. That is, what is the intended outcome of the redesign? Explain why the original design of the object failed to modify	Your commercial should share a drawing or mock-up of what the redesign would look like. [3]	You could include a rough sketch of the video in your shared Google doc, including how it has changed as you and your team have reviewed, reassessed, and revised your idea(s). You could provide properly cited and relevant articles or academic references to support your idea in your shared Google doc and/or your video. You could explore the utility of your proposed design by getting feedback from folks outside of the classroom, and

human behaviour (or potentially even encouraged poor human behaviour), and how your design will accomplish what the original could not. [20]		document this in your shared Google doc and/or the video.
You must include a 200-word to 300-word blurb in the shared Google doc that describes your product. [10]		
Your video must be clear, concise, and appropriately timed. Videos that are too short or too long will be penalized. [5]	You should credit all images and videos used in your video. [3]	You could describe (in the Google doc) the approach(es) you used to address accessibility in your video. For example, did you consider a transcript? Is Closed Captioning available? Were the colours you used appropriate?
Your video must be engaging and well-designed - not just in terms of content, but in terms of aesthetics. [10]	Sound levels should be consistent (that is, don't have spots where the video is very loud or very quiet). [3]	

Your grade will be based on the creativity and originality of your Fun Theory idea, as well as the quality of the content of your final video and Google doc. Grammar and spelling are important - so be sure to edit your video and your blurb accordingly. You will be penalized for grammar and spelling issues.

Not all members need to speak, but all members must be involved in the assignment.

You are NOT allowed to use AI to assist you with this assignment.

Submit Via CourseLink

One member of each team must submit:

- The video or a link to the video. Be sure to check permissions if you are submitting a link.
- A link to the shared Google doc.

Grading

Grading of this assignment follows the University of Guelph standards for grading posted here. That is, grades will be assigned using the following outline:

- **80 - 100 (A) Excellent.** An outstanding performance in which the student demonstrates a superior grasp of the subject matter, and an ability to go beyond the given material in a critical and constructive manner. The student demonstrates a high degree of creative and/or logical thinking, a superior ability to organize, to analyze, and to integrate ideas, and a thorough familiarity with the appropriate literature and techniques.
- **70 - 79 (B) Good.** A more than adequate performance in which the student demonstrates a thorough grasp of the subject matter, and an ability to organize and examine the material in a critical and constructive manner. The student

demonstrates a good understanding of the relevant issues and a familiarity with the appropriate literature and techniques.

- **60 - 69 (C) Acceptable**. An adequate performance in which the student demonstrates a generally adequate grasp of the subject matter and a moderate ability to examine the material in a critical and constructive manner. The student displays an adequate understanding of the relevant issues, and a general familiarity with the appropriate literature and techniques.
- **50 - 59 (D) Minimally Acceptable.** A barely adequate performance in which the student demonstrates a familiarity with the subject matter, but whose attempts to examine the material in a critical and constructive manner are only partially successful. The student displays some understanding of the relevant issues, and some familiarity with the appropriate literature and techniques.
- **0 - 49 (F) Fail.** An inadequate performance.