SCHOOL OF DESIGN

INTRO TO DIGITAL EXPERIENCE DESIGN

BACHELOR OF DIGITAL EXPERIENCE DESIGN

Professor's Name: Dr. Dave Colangelo	**Course Number: BDES1003**
	Course Section CRN: 10339
Email: david.colangelo@georgebrown.ca	**Room Number: B06, 230 Richmond**
Phone: 416-415-5000 x3755	**Academic Year: 2017-18**
Office: Room 137, 230 Richmond	**Term: Fall 2018**
Out of Class Assistance: By Appointment Only	**Time: 12-3pm**

Other Specific Course Information

PROFESSOR BIO:
Dave Colangelo is an artist, educator, and researcher based in Toronto, Canada. He is a founding member of Public Visualization Studio. His writing, research, and practice uses media architecture (urban screens, LED façades, and public projection) as a means to support critical and creative engagements with the city, public art, and information.

COURSE DESCRIPTION:
This course examines historical precedents of digital culture and the cultural sectors and experiences impacted by the digital turn. It does so by introducing students to a range of design theories and approaches that have inspired various solutions to real-life problems. Emphasis is placed on the application of digital technologies to human experiences such as shopping, personal and business communication, entertainment, medicine, manufacturing, sports, education, and transportation through various case studies. Theoretical texts about aspects of digital experience design such as user-centred design, systems and service design, interaction design, user experience, and social factors will give students an analytic framework for the application of these concepts later in the program.

COURSE OUTCOMES:
Upon successful completion of this course the students will have demonstrated the ability to:

1. Classify a range of design theories that have inspired creative design solutions to aid in the selection of appropriate theoretical frameworks for design proposals

2. Examine real-life problems and historical studies to understand potential design implications and opportunities
3. Analyze key concepts (such as user-centred design, systems and service design, interaction design, and social factors) for their usefulness in design rationales
4. Express complex opinions and arguments about digital experience design in written and oral communications

REQUIRED MATERIALS:

All materials will be uploaded as PDFs or web links to Blackboard.
Please check Blackboard and the Learning Schedule below for details.

RESOURCE LIST:

1. Preece, Rogers, and Sharp. 2015. *Interaction Design: Beyond Human-Computer Interaction*. West Sussex, UK: Wiley.
2. Buley, Leah. 2013. *The User Experience Team of One: A Research and Design Survival Guide*. New York: Rosenfeld.
3. Danzico, Elizabeth. 2006. "Designing for Interaction: An Interview with Dan Saffer". *AIGA*. https://www.aiga.org/designing-for-interaction-an-interview-with-dan-saffer
4. Sommer, Bröcker, Matín-Loeches, Schact, and Stürmer. 2015. "Understanding and Designing the Meal Experience and its Psychological Consequences." In *Experience Design: Concepts and Case Studies*, ed. Peter Benz. London: Bloomsbury.
5. Shelly, Katie. 2016. "Mindsets, Tools and Terminology of Experience Design". *Medium*. https://medium.com/digital-experience-design/mindsets-tools-and-terminology-of-experience-design-7c25befd439e
6. Hassenzahl, Marc. n.d. "User Experience and Experience Design". *The Encyclopedia of Human-Computer Interaction, 2nd Ed.*. https://www.interaction-design.org/literature/book/the-encyclopedia-of-human-computer-interaction-2nd-ed/user-experience-and-experience-design
7. Polaine, Lovlie, and Reason. 2013. *Service Design: From Insight to Implementation*. New York: Rosenfeld.
8. Ruiz, Lauren. 2014. "Service Design 101". *Interactions – ACM.org.* http://interactions.acm.org/blog/view/service-design-101
9. Stappers, Pieter, and Elise Giaccardi. n.d. "Research Through Design." *The Encyclopedia of Human-Computer Interaction, 2nd Ed.* https://www.interaction-design.org/literature/book/the-encyclopedia-of-human-computer-interaction-2nd-ed/research-through-design
10. Carroll, John M. n.d. "Human Computer Interaction – brief intro". *The Encyclopedia of Human-Computer Interaction, 2nd Ed.* https://www.interaction-design.org/literature/book/the-encyclopedia-of-human-computer-interaction-2nd-ed/human-computer-interaction-brief-intro
11. Dano, Qualls. 2017. "Basics of Human Factors Engineering for UX Designers". *Medium*. https://medium.com/@DanoQualls/basics-of-human-factors-engineering-for-ux-designers-bedb0c29ef1c
12. IDEO. 2015. *The Field Guide to Human-Centered Design*. Canada: DesignKit.
13. Norman, Donald. 2013. *The Design of Everyday Things*. New York: Basic Books.

EVALUATION CRITERIA (assignments, projects, tests, quizzes, exams, etc.):

Evaluation Tool & Description	Date/Week:	% of Final Grade:	Instructions/Rubric to be Provided? (Yes/No)	Links to Course Outcomes
DxD Showcase	Weeks 2-5, 10, 12, and 14	20%	Yes	2,3,4
Field Trip Assignment - Interaccess	Week 6	20%	Yes	1,2,4
Midterm Exam	Week 9	20%	Yes	1,2,3,4
Design Research Report	Week 11	20%	Yes	2,4
Final Exam	Week 15	20%	Yes	1,2,3,4

DxD Showcase + Online Reflection – Weeks 3-5, 10, 12, and 14 – 20%
At the beginning of each class students will be given an opportunity to present an example of a product, service, and/or experience that connects to the course readings for that week. Each student will post a summary of their findings in an article on Medium (https://medium.com/) before the class.

Field Trip Assignment – Interaccess – Week 6 – 20%
Students will attend a talk at Interaccess (https://interaccess.org/) and will be asked to answer a number of questions in a short report due one week later during week 7. The report will be due as a podcast which can be created individually or as a group of two.

Midterm Exam – Week 9 – 20%
This take-home exam will include definitions and short answer questions. It will be due one week after it is posted, during week 10.

Design Research Report – Week 11 – 20%
Students will be asked to read one of a number of papers presented at the Media Architecture Biennale 2018 and discuss its relevance in design research in the field of digital experience design. Reports will be due in week 12.

Final Exam – Week 15 – 20%
This take-home exam will include definitions and short answer questions. It will not be cumulative, meaning, it will only cover the second half of the course. It will due one week after it is posted, during finals week.

TESTING AND ASSIGNMENT POLICY:

Late assignments are subject to a 10% penalty on your project grade, which can heavily affect your course grade depending on the percentage of your final grade the project is worth.

Projects submitted more than five days late may not be accepted. If you need an extension on a project deadline, speak with me as early as possible to discuss your options.

Learning Schedule / Topical Outline (subject to change with notification)

Week / Day	Topic / Task	Content / Activities	Resources	Assessment
1 Sept 5th	Introduction	Ice Breakers Discuss Syllabus In-Class Survey Group Activity and Peer Review	Your presence, curiosity, and enthusiasm!	None
2 Sept 12th	Interaction Design Part 1	DxD Showcase Demo Lecture Case Studies	Preece, Ch. 1, Section 1.0-1.33	DxD Showcase Demo + Online Reflection
3 Sept 19th	Interaction Design Part 2	**DxD Showcase** Lecture Group Activity	Preece, Ch. 1, Section 1.4 onwards	DxD Showcase + Online Reflection
4 Sept 26th	Designing for Interaction: User Experience Design Part 1	**DxD Showcase** Lecture Group Activity	Buley, Ch. 1 Danzico Sommer	DxD Showcase + Online Reflection
5 Oct 3rd	Designing for Interaction: User Experience Design Part 2	**DxD Showcase** Lecture Group Activity Podcasting Demo	Shelly Hassenzahl	DxD Showcase + Online Reflection
6 Oct 10th	Field Trip and Assignment	NO CLASS Field Trip to Interaccess (Oct 9th)	Field Trip Rubric	None
7 Oct 17th	Service Design	**Field Trip Assignment Due** DxD Showcase Lecture Group Activity	Polaine, Ch.2 Ruiz	Field Trip Assignment Due DxD Showcase + Online Reflection
8 Oct 24th	**INTERSESSION**: Note: Students who have a concern with their academic standing in this course should consult their instructor. For information on withdrawing from this course without academic penalty, please refer to the following for important academic dates: http://www.georgebrown.ca/registernow/important-dates.aspx			
9 Oct 31st	Midterm Review	Lecture Midterm Course Feedback In-Class Study Session Sample Questions	All material up to this point	None
10 Nov 7th	Design Research	**Midterm Due** **DxD Showcase** Lecture Writing a Design Research Report Group Activity	Stappers	Midterm Due DxD Showcase + Online Reflection
11 Nov 14th	Special Topic: Media Architecture	NO CLASS Media Architecture Research	TBD	None
12 Nov 21st	Human Computer Interaction	**Design Research Report** **DxD Showcase** Lecture Group Activity	Carroll	Design Research Report Due DxD Showcase + Online Reflection
13 Nov 28th	Human Factors	**DxD Showcase** Lecture Group Activity	Preece, Ch. 3	DxD Showcase + Online Reflection
14 Dec 5th	Human Centered Design	**DxD Showcase** Lecture Group Activity	IDEO Norman	DxD Showcase + Online Reflection
15 Dec 12th	Final Exam Review	Final Course Feedback In-Class Study Session Sample Questions	All material from the	None

Week / Day	Topic / Task	Content / Activities	Resources	Assessment
			midterm to this point	Final Exam Due during finals week
Please note: this schedule may change as resources and circumstances require.				
For information on withdrawing from this course without academic penalty, please refer to the College Academic Calendar: http://www.georgebrown.ca/Admin/Registr/PSCal.aspx				