

DxD Showcase + Online Reflections
Week 3-5, 10, 12, and 14
30%

Brief Description

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.

Detailed Instructions

1. In Week 1, sign up for one of the DxD Showcase spots. There will be some weeks with only 1 person. You are to work individually, not in groups.
 - a. Week 3 (Sept 19th) – Interaction Design Pt 2
 - i. Spot 1: _____
 - ii. Spot 2: _____
 - b. Week 4 (Sept 26th) – User Experience Design Pt 1
 - i. Spot 1: _____
 - ii. Spot 2: _____
 - c. Week 5 (Oct 3rd) – User Experience Design Pt 2
 - i. Spot 1: _____
 - ii. Spot 2: _____
 - d. Week 10 (Nov 7th) – Design Research
 - i. Spot 1: _____
 - ii. Spot 2: _____
 - e. Week 12 (Nov 21st) – Human Computer Interaction
 - i. Spot 1: _____
 - ii. Spot 2: _____
 - f. Week 13 (Nov 28th) – Human Factors
 - i. Spot 1: Troy
 - ii. Spot 2: _____
 - g. Week 14 (Dec 5th) – Human Centered Design
 - i. Spot 1: _____
 - ii. Spot 2: _____
2. Do the readings for each week WELL IN ADVANCE of class.
3. Spend some time thinking about products or services that connect to the readings.
4. Pick one product or service and do some light research on it (google, Wikipedia, other sources, participant observation).
5. **ONLINE REFLECTION:** EACH STUDENT must write up their findings in an article on Medium (make sure you sign up and make an account and practice using it before your first assignment). Please note: I will base your grade on your FIVE best responses, so in theory, you could miss TWO without any major penalty. Your article can be as long or as short as you like. Be sure to address the following questions:
 - a. What is the product or service?
 - b. When was it first made available?
 - c. Who is responsible for creating it?
 - d. What inspired it/what is it based on?
 - e. In what ways does it relate to the readings this week? Be sure to include specific examples and quotations where possible.
 - f. What can we learn from this particular product or service? What are the potential design implications and opportunities?

6. **DxD SHOWCASE:** only the students assigned to a particular week will then be asked to walk through their particular Medium article in class. Each student will be given a maximum of 20 minutes in which to do so, in which at least 5 minutes will be set aside for questions and discussion. Here are some guidelines for your presentation:
- Use visuals (powerpoint, keynote, or reference images in your Medium article directly)
 - Directly incorporate the product or service in some way if possible, that is, provide an opportunity to demo the product or service
 - Make your presentation participatory: ask questions of your audience and/or provide opportunities for interaction and discussion.

Rubric

	Excellent (4)	Good (3)	Satisfactory (2)	Needs Improvement (1)
Online Reflections (4 points per reflection, I take your best 5 to give you an overall grade out of 20)	Great job! You've addressed all of the assignment questions, and done so in an organized, clearly written, and engaging manner. The connection to the readings is made very clear through direct references to passages/examples/ and concepts from the text(s).	Good work! You've addressed most of the assignment questions, and done so with good organization and clarity. Connections are made between your example and the text(s).	This works. You address some of the assignment questions and make an attempt to connect your product/service to the text(s).	Good effort but improvement is needed. Be sure to clearly address the assignment questions and make a connection to the text(s).
	Excellent (10-9)	Good (8-7)	Satisfactory (6)	Needs Improvement (<5)
DxD Showcase	Wow! Excellent work. You really bring your product/service to life through your use of visuals and participatory techniques.	Good stuff! You have used visuals and have attempted to get your peers involved in your presentation.	Your presentation introduces a product/service that has some relevance to the week's readings.	Presentation lacks a clear description of product/service and connection to the week's readings.

Total: /30

Comments