

**COURSE SECTION INFORMATION**

**SCHOOL OF DESIGN**

## INTRO TO DIGITAL EXPERIENCE DESIGN

**BACHELOR OF DIGITAL EXPERIENCE DESIGN**

**Professor’s Name: Dr. Dave Colangelo**

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**Office: Room 137, 230 Richmond**

**Out of Class Assistance: By Appointment Only**

**Course Number: BDES1003**

**Course Section CRN: 10339**

**Room Number: B06, 230 Richmond**

**Academic Year: 2017-18**

**Term: Fall 2018**

**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](http://publicvisualizationstudio.co/). 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 Encycopedia 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 Encycopedia 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 Encycopedia 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 midterm to this point | None  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> | | | | |