



## UNSW Course Outline

# IDES3333 Industrial Design Theory B: Product Design Research Methods - 2024

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## General Course Information

**Course Code :** IDES3333

**Year :** 2024

**Term :** Term 1

**Teaching Period :** T1

**Is a multi-term course? :** No

**Faculty :** Faculty of Arts, Design and Architecture

**Academic Unit :** School of Built Environment

**Delivery Mode :** In Person

**Delivery Format :** Standard

**Delivery Location :** Kensington

**Campus :** Sydney

**Study Level :** Undergraduate

**Units of Credit :** 6

### Useful Links

[Handbook Class Timetable](#)

## Course Details & Outcomes

### Course Description

Industrial Design Theory B introduces you to a range of established industrial design research

methods, theories, and approaches to understand existing products and develop new ones. The course focuses on rigorous academic research skills and writing within the context of industrial design research, including activities such as observation, analysis and interpretation of user behaviours, simulation of design alternatives, and analysis of available information. You will deepen your understanding of design thinking and the industrial design process. Your learning will include question framing, writing a challenge statement and a research proposal, reviewing the literature, data gathering, decoding product design forms and values, information analysis and synthesis, and authoring an industrial design research report. You will develop a theoretical platform to underpin your industrial design research enquiry and deepen your understanding of users in terms of their habits, behaviours, and emotions.

## Course Learning Outcomes

Course Learning Outcomes
CLO1 : Apply design research methods to the investigation of design challenges and problems to identify opportunities.
CLO2 : Develop a design brief through examination and formulation of essential components.
CLO3 : Evaluate current and proposed designs using various design research methods.
CLO4 : Apply an iterative design process through product design research methods.
CLO5 : Critically reflect on the impact of design research methods and knowledge acquired through theory and practice.

Course Learning Outcomes	Assessment Item
CLO1 : Apply design research methods to the investigation of design challenges and problems to identify opportunities.	<ul style="list-style-type: none"> <li>• Literature Review</li> <li>• Researching with People</li> </ul>
CLO2 : Develop a design brief through examination and formulation of essential components.	<ul style="list-style-type: none"> <li>• Design Brief, Ideas and Reflection</li> <li>• Literature Review</li> </ul>
CLO3 : Evaluate current and proposed designs using various design research methods.	<ul style="list-style-type: none"> <li>• Researching with People</li> </ul>
CLO4 : Apply an iterative design process through product design research methods.	<ul style="list-style-type: none"> <li>• Design Brief, Ideas and Reflection</li> <li>• Researching with People</li> </ul>
CLO5 : Critically reflect on the impact of design research methods and knowledge acquired through theory and practice.	<ul style="list-style-type: none"> <li>• Design Brief, Ideas and Reflection</li> <li>• Researching with People</li> </ul>

# Learning and Teaching Technologies

Moodle - Learning Management System

## Learning and Teaching in this course

The course is delivered through lectures, class activities, and tutorials. The tutorial classes will apply the knowledge covered in the lectures. Some pre-learning of course materials might be necessary as prerequisites to some classes.

# Assessments

## Assessment Structure

Assessment Item	Weight	Relevant Dates
Literature Review Assessment Format: Individual	25%	Due Date: Week 4: 04 March - 10 March
Researching with People Assessment Format: Individual	35%	Due Date: Week 7: 25 March - 31 March
Design Brief, Ideas and Reflection Assessment Format: Individual	40%	Due Date: Week 10: 15 April - 21 April

## Assessment Details

### Literature Review

#### Assessment Overview

You will complete a small-scale literature review on a topic selected from provided research themes. Grading will be done against assessment criteria accompanied by written feedback.

#### Course Learning Outcomes

- CLO1 : Apply design research methods to the investigation of design challenges and problems to identify opportunities.
- CLO2 : Develop a design brief through examination and formulation of essential components.

#### Detailed Assessment Description

Literature review

#### Assessment Length

2000–3000 words

#### Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

# **Researching with People**

## **Assessment Overview**

You will develop a design research project using design research methods. Grading will be done against assessment criteria accompanied by written feedback.

## **Course Learning Outcomes**

- CLO1 : Apply design research methods to the investigation of design challenges and problems to identify opportunities.
- CLO3 : Evaluate current and proposed designs using various design research methods.
- CLO4 : Apply an iterative design process through product design research methods.
- CLO5 : Critically reflect on the impact of design research methods and knowledge acquired through theory and practice.

## **Detailed Assessment Description**

Design research project using design research methods. You will recruit participants for this activity.

## **Assessment Length**

4 to 5 pages

## **Assignment submission Turnitin type**

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

# **Design Brief, Ideas and Reflection**

## **Assessment Overview**

You will write a design brief, create design ideas and reflect on your learning and development. Grading will be done against assessment criteria accompanied by written feedback.

## **Course Learning Outcomes**

- CLO2 : Develop a design brief through examination and formulation of essential components.
- CLO4 : Apply an iterative design process through product design research methods.
- CLO5 : Critically reflect on the impact of design research methods and knowledge acquired through theory and practice.

## **Detailed Assessment Description**

Design Brief, Design Ideas and Reflection.

## **Assessment Length**

Design brief: 1 to 2 pages; Quick design ideas: 20 to 30; Reflection: 1000 to 1200 words

### Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

## General Assessment Information

### Grading Basis

Standard

## Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 12 February - 18 February	Lecture	Introduction to Design Research
Week 2 : 19 February - 25 February	Lecture	Finding Information & Writing Scholarly Research
Week 3 : 26 February - 3 March	Lecture	Design Research Tools & Methods
Week 4 : 4 March - 10 March	Lecture	Empathy & Interviewing People
	Group Activity	Mock Interviews
	Assessment	Assignment 1 is due in week 4
Week 5 : 11 March - 17 March	Lecture	How to Analyse Data
	Group Activity	Sorting Data
Week 7 : 25 March - 31 March	Lecture	Design Brief, Design Ideas, and Critical Reflection
	Presentation	Assignment 2 class presentations
	Assessment	Assignment 2 is due in week 7.
Week 8 : 1 April - 7 April	Lecture	Writing a Design Brief
Week 9 : 8 April - 14 April	Lecture	Reflective Writing
Week 10 : 15 April - 21 April	Presentation	Group presentations in class
	Assessment	Assignment 3 is due in Week 10.
Week 11 : 22 April - 28 April	Lecture	How to Analyse Data
	Group Activity	Sorting Data
Week 12 : 29 April - 5 May	Lecture	How to Analyse Data
	Group Activity	Sorting Data

## Attendance Requirements

You are expected to be regular and punctual in attendance at all classes for the School of Built Environment courses in which you are enrolled. If and where individual courses have specific attendance requirements, these will be stated in the course outline.

If you do not attend, engage, or participate in scheduled class activities, including lectures, tutorials, studios, labs, etc, you run the risk of failing a course.

If illness or unexpected and beyond your control circumstances prevent you from completing a task on time, or substantially disturb your assessment performance, you should apply for [Special Consideration](#), as soon as practicable, accompanied by appropriate documentation.

No special consideration will be provided if you miss out on essential course information and materials, or if you miss assessment tasks and deadlines due to unexplained absences or an unapproved lack of attendance.

You may be advised by the Course Convenor to withdraw from the course if significant learning activities are missed.

## Course Resources

### Course Evaluation and Development

We always listen to your peer's feedback to improve the course. Previous students told us:

**The best things about this course were:**

1. Students appreciated learning how to write an academic report, found the tutors knowledgeable and helpful and the weekly resources adequate and meaningful.
2. They felt that the course improved their understanding of design and design research.
3. Students appreciated developing their interviewing and writing skills.
4. In-class and homework activities were relevant to the assignments and good.
5. Working on some design research theory in a practical course like Industrial Design was great.
6. Excellent preparation for students wanting to do the Honours Year.
7. It was valuable to learn how to write about research results.

**Things that we improved as a result of the feedback:**

1. A clear explanation of the whole term is presented in a short video that will be available in Moodle in 0 weeks.
2. We provide more examples of past students' work in Moodle.
3. Some students complained about the timing of the assignments concerning the related lecture material, so we amended and revised all the assignment submission times.
4. We also restricted the online weekly discussion topics to one per week.

## Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Reside Oya Demirbilek				By appointments	No	Yes

# Other Useful Information

## Academic Information

Due to evolving advice by NSW Health, students must check for updated information regarding online learning for all Arts, Design and Architecture courses this term (via Moodle or course information provided).

Please see: <https://www.unsw.edu.au/arts-design-architecture/student-life/resources-support/protocols-guidelines> for essential student information relating to:

- UNSW and Faculty policies and procedures;
- Student Support Services;
- Dean's List;
- review of results;
- credit transfer;
- cross-institutional study and exchange;
- examination information;
- enrolment information;
- Special Consideration in the event of illness or misadventure;
- student equity and disability;

And other essential academic information.

## Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

- Copying: Using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This includes copying materials, ideas or concepts from a book, article, report or other written document, presentation, composition, artwork, design, drawing, circuitry, computer program or software, website, internet, other electronic resource, or another person's assignment without appropriate acknowledgement.
- Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original information, structure and/or progression of ideas of the original without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

- Collusion: Working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student for the purpose of them plagiarising, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.
- Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.
- Duplication ("self-plagiarism"): Submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

The UNSW Academic Skills support offers resources and individual consultations. Students are also reminded that careful time management is an important part of study. One of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items. UNSW Library has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW, but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time
- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

## Use of AI for assessments

As AI applications continue to develop, and technology rapidly progresses around us, we remain committed to our values around academic integrity at UNSW. Where the use of AI tools, such as ChatGPT, has been permitted by your course convener, they must be properly credited and your submissions must be substantially your own work.

In cases where the use of AI has been prohibited, please respect this and be aware that where unauthorised use is detected, penalties will apply.

## Submission of Assessment Tasks

### Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on [externalteltsupport@unsw.edu.au](mailto:externalteltsupport@unsw.edu.au)

Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin, you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support, you will automatically receive a ticket number, but if you telephone, you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, alternative submission details will be stated on your course's Moodle site. For information on how to submit assignments online via Moodle: <https://student.unsw.edu.au/how-submit-assignment-moodle>

### Late Submission Penalty

UNSW has a standard late submission penalty of:

- 5% per calendar day,
- for all assessments where a penalty applies,
- capped at five calendar days (120 hours) from the assessment deadline, after which a student cannot submit an assessment, and
- no permitted variation.

Students are expected to manage their time to meet deadlines and to request [Special Consideration](#) as early as possible before the deadline. Support with [Time Management is available here](#).

### School Contact Information

[badmin@unsw.edu.au](mailto:badmin@unsw.edu.au)