UNSW Course Outline

IDES2322 Industrial Design Studio 2B: User-Centred Design - 2024

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General Course Information

Course Code : IDES2322
Year : 2024
Term : Term 2
Teaching Period : T2
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

<u>Useful Links</u>

<u>Handbook</u> <u>Class Timetable</u>

Course Details & Outcomes

Course Description

Industrial Design Studio 2B develops your competency in designing products with the positive experience of the user as the primary consideration. The course involves the exploration of techniques that help identify and understand the needs, desires, and pain points of the people

who will use the products you are designing. Design projects in this course apply and integrate methods of user research and usability as well as address the principles of universal, inclusive, and accessible design.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Apply user-centered design methods in your industrial design process to respond to human contexts and needs.
CLO2 : Enhance product aesthetics, form and interfaces in response to specific social and cultural contexts.
CLO3 : Apply appropriate materials, manufacturing and technical specifications for product design proposals of an intermediate level.
CLO4 : Communicate design proposals using methods and techniques typical of the practice of industrial design.

Course Learning Outcomes	Assessment Item
CLO1 : Apply user-centered design methods in your industrial design process to respond to human contexts and needs.	• User-Centered Design • Design for User Interaction
CLO2 : Enhance product aesthetics, form and interfaces in response to specific social and cultural contexts.	• User-Centered Design • Design for User Interaction
CLO3 : Apply appropriate materials, manufacturing and technical specifications for product design proposals of an intermediate level.	• User-Centered Design • Design for User Interaction
CLO4 : Communicate design proposals using methods and techniques typical of the practice of industrial design.	• User-Centered Design • Design for User Interaction

Learning and Teaching Technologies

Moodle - Learning Management System | Microsoft Teams

Learning and Teaching in this course

This studio course will be taught face-to-face. Lectures and studio sessions will be delivered in-person. Studio classes will typically involve weekly reviews of project milestones with tutors. Resources, class information and grades will be shared via Moodle.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
User-Centered Design Assessment Format: Individual	50%	Start Date: 28/05/2024 02:00 PM Due Date: 25/06/2024 02:00 PM
Design for User Interaction Assessment Format: Individual	50%	Start Date: 25/06/2024 02:00 PM Due Date: 13/08/2024 02:00 PM

Assessment Details

User-Centered Design

<u>Assessment Overview</u>

You will apply user-centered design methods to develop a product proposal for a distinct user group. You will receive regular verbal feedback on your progress in weekly studios. Grading will be done against assessment criteria.

<u>Course Learning Outcomes</u>

- CLO1 : Apply user-centered design methods in your industrial design process to respond to human contexts and needs.
- CLO2 : Enhance product aesthetics, form and interfaces in response to specific social and cultural contexts.
- CLO3 : Apply appropriate materials, manufacturing and technical specifications for product design proposals of an intermediate level.
- CLO4 : Communicate design proposals using methods and techniques typical of the practice of industrial design.

<u>Detailed Assessment Description</u>

Refer to Assessment brief on Moodle

<u>Submission notes</u>

Digital submission in Moodle and in-class presentation of work

<u>Assignment submission Turnitin type</u>

This is not a Turnitin assignment

Design for User Interaction

<u>Assessment Overview</u>

You will apply user-interaction design principles and testing methods to develop a user interface and product proposal. You will receive regular verbal feedback on your progress in weekly

studios. Grading will be done against assessment criteria.

Course Learning Outcomes

- CLO1 : Apply user-centered design methods in your industrial design process to respond to human contexts and needs.
- CLO2 : Enhance product aesthetics, form and interfaces in response to specific social and cultural contexts.
- CLO3 : Apply appropriate materials, manufacturing and technical specifications for product design proposals of an intermediate level.
- CLO4 : Communicate design proposals using methods and techniques typical of the practice of industrial design.

Detailed Assessment Description

Refer to assessment brief on Moodle

Submission notes

Digital submission in Moodle and in-class presentation of work

Assignment submission Turnitin type

This is not a Turnitin assignment

General Assessment Information

The use of artificial intelligence in Studio 2B

This course requires you to generate your initial concepts yourself. You are then permitted to use generative AI software to explore ideas in the following ways:

- Based on your own concepts, you may enter prompts that generate results that are an exploration of your ideas.
- You may then use these results as a new starting point for the generation of further concepts. The images or text that has been generated with AI software must be included in your process journal with full attribution including the prompt that you input into the software.
- You must develop or edit those ideas to such a significant extent that what is submitted is your own work, i.e., what is generated by the software should not be a part of your final submission. You must keep copies of your concepts, sketches, and drawings in your process journal to show your lecturer if there is any uncertainty about the originality of your work.

Grading Basis

Standard

Requirements to pass course

To pass this course you must achieve a total mark of 50 out of 100.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 0 : 20 May - 26 May	Reading	Read and familiarise yourself with: • The course outline, class expectations • The design brief for assessment 1
Week 1 : 27 May - 2 June	Studio	• Project 1 briefing • User research • Visual research • Creating a persona • Student-tutor consultations
Week 2 : 3 June - 9 June	Studio	• Market research • Student-tutor consultations
Week 3 : 10 June - 16 June	Studio	• Functional prototypes • Student-tutor consultations
	Assessment	Milestone 1 due (satisfactory/unsatisfactory)
Week 4 : 17 June - 23 June	Studio	• Design refinement • Material, manufacturing and finishes • Student-tutor consultations
Week 5 : 24 June - 30 June	Assessment	Project 1 final submission • Exhibition and presentation of project 1 outcomes • Feedback and reflection
	Studio	Project 2 briefing
Week 6 : 1 July - 7 July	Online Activity	UNSW Flexibility Week - no scheduled class. An online drop-in session will be held in MS Teams.
	Activity	Develop user personas
Week 7 : 8 July - 14 July	Studio	• User interfaces - physical • Student-tutor consultations
Week 8 : 15 July - 21 July	Assessment	Milestone 1 due (satisfactory/unsatisfactory)
	Studio	• User interfaces - digital • Student-tutor consultations
Week 9 : 22 July - 28 July	Studio	• Digital interface prototypes • Product interface refinement • Student-tutor consultations
Week 10 : 29 July - 4 August	Studio	• Pre-submission check-in • Student-tutor consultations • Feedback and reflection
Week 11 : 5 August - 11 August	Other	Study Week -- no scheduled classes • Refine and finalise your submission • Prepare materials for exhibition and presentation
Week 12 : 12 August - 18 August	Assessment	Project 2 final submission • Exhibition and presentation of project 2 outcomes

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.

General Schedule Information

Classes will consist of a 1-hour lecture and 3 hours of studio time for collaboration with students and consultation with tutors. From time-to-time the lecture will be run in the middle of the 4-hour session, or after studio consultations. It is your responsibility to ensure that you are in class for all learning activities.

Course Resources

Prescribed Resources

Refer to Moodle site

Recommended Resources

Refer to Moodle site

Additional Costs

Associated costs for prototyping materials (e.g. foam, card, digital fabrication in DFL), and equipment (craft knife, camera, calipers, and hand tools)

Course Evaluation and Development

This course has been refreshed from previous iterations to maintain the step-by-step approach to projects that is a highlight of this course. Based on feedback, more opportunities have been created for students to engage with the same tutor week-to-week, whilst also providing the chance for a variety of designer feedback.

We encourage and support students to maintain regular contact with the course convenor to provide informal feedback throughout the course. For specific issues or detailed feedback, please arrange a meeting with the course convenor via email.

In this course there is an option for students to provide anonymous feedback via the course's Moodle page, which is directly sent to the convenor. As a final step, students are invited to share their insights and experiences by completing the MyExperience survey. The feedback gathered each year is integral to the continuous enhancement and development of the course.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Danielah Martinez				Contact by email to arrange a meeting (Monday, Tuesday, Wednesday)	No	Yes
Tutor	Min Kong				Available during studio times only. Please contact Danielah at other times.	No	No

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.

[Use of AI for assessments | UNSW Current Students](#)

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

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

beadmin@unsw.edu.au