UNSW Course Outline

IDES3235 Industrial Design in the Asian Century - 2024

Published on the 23 Sep 2024

General Course Information

Course Code : IDES3235
Year : 2024
Term : Term 3
Teaching Period : T3C
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 : See School
Campus : Sydney
Study Level : Undergraduate
Units of Credit : 6

Useful Links

Handbook Class Timetable

Course Details & Outcomes

Course Description

Industrial Design in the Asian Century invites you to explore the world of industrial design through the lens of the 'Asian Century', a transformative era in which Asia's vibrant growth and investment in technology and education are reshaping global design and innovation. This two-

week elective, set in a host Asian country, immerses you in design practices and manufacturing processes unique to Asia. You will experience first-hand the blend of traditional and contemporary designs in everyday objects, systems, and lifestyles in that region. You will interact in design workshops with Asian industrial design students from partner universities, absorb the rich design heritage of your host country, and learn to imagine solutions that are culturally sensitive and contextually relevant. These experiences will not only expand your design worldview but also help you embrace a global design mindset and understand the power of cultural diversity in creative problem-solving. By the end of this course, you will emerge as an Asia-literate designer, ready to contribute to the globally interconnected industrial design realm that is increasingly influenced by Asian dynamics.

Relationship to Other Courses

This is an elective course for Industrial Design and Computational Design students and can be taken at any year level.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Demonstrate cultural preparedness for an international design context.
CLO2 : Document diverse Asian design elements through visual means.
CLO3 : Identify and critically analyse the unique features of Asian industrial design.
CLO4 : Critically reflect on your learning experiences encountered in Asia.

Course Learning Outcomes	Assessment Item
CLO1 : Demonstrate cultural preparedness for an international design context.	• Pre-Travel Scrapbook
CLO2 : Document diverse Asian design elements through visual means.	• Scavenger Hunt • Product PechaKucha
CLO3 : Identify and critically analyse the unique features of Asian industrial design.	• Pre-Travel Scrapbook • Scavenger Hunt • Product PechaKucha
CLO4 : Critically reflect on your learning experiences encountered in Asia.	• Reflection Travelogue • Product PechaKucha

Learning and Teaching Technologies

Moodle - Learning Management System | Microsoft Teams

Learning and Teaching in this course

In this course, learning and teaching will primarily occur through immersive, hands-on experiences during the study tour in Japan. Activities include site visits to museums, factories, and design consultancies, where you will engage directly with professionals and local experts. Workshops will be held at partner universities, providing opportunities for cross-cultural collaborative learning and practical application of design principles. The itinerary also includes "Only in Japan" scavenger hunts, designed to deepen your cultural understanding and observational skills. These activities are complemented by pre-travel assignments and post-travel reflections to ensure a comprehensive learning experience.

Additional Course Information

Students are expected to

• Attend all activities during the overseas fieldwork.

• Ensure that their behaviour while on UNSW travel abides with the UNSW Student Code of Conduct.

• Follow all instructions of the course convenor.

• Regularly check UNSW emails for announcements, resources, and links.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Pre-Travel Scrapbook Assessment Format: Individual	10%	Start Date: Not Applicable Due Date: 14/10/2024 11:59 PM Post Date: 14/10/2024 11:59 PM
Scavenger Hunt Assessment Format: Individual	30%	Start Date: Not Applicable Due Date: 14/10/2024 11:59 PM Post Date: 14/10/2024 11:59 PM
Reflection Travelogue Assessment Format: Individual	30%	Start Date: Not Applicable Due Date: 05/01/2025 11:59 PM Post Date: 05/01/2025 11:59 PM
Product PechaKucha Assessment Format: Individual	30%	Start Date: Not Applicable Due Date: 05/01/2025 11:59 PM Post Date: 05/01/2025 11:59 PM

Assessment Details
Pre-Travel Scrapbook

Assessment Overview

You will submit a pre-departure scrapbook that includes cultural and travel plans. Grading and feedback will be done through a rubric.

Course Learning Outcomes

- CLO1 : Demonstrate cultural preparedness for an international design context.
- CLO3 : Identify and critically analyse the unique features of Asian industrial design.

Detailed Assessment Description

The pre-travel scrapbook is designed to prepare you for the cultural and logistical aspects of our upcoming trip to Japan. This task will help you develop a deeper understanding of Japanese culture, language, and travel safety, ensuring you are well-prepared and confident for your international experience. By completing this task, you will demonstrate your ability to adapt to new cultural environments and critically analyse the unique features of Asian industrial design. This preparation is crucial for maximising your learning and engagement during the trip.

Assessment Length

Unspecified

Submission notes

A4 landscape 420 mm x 297 mm. Optimised, text-searchable PDF file under 40 MB. Must contain all sections listed in 'How to complete this assessment' on Moodle.

Assessment information

See 'How to complete this assessment' on Moodle.

Assignment submission Turnitin type

This is not a Turnitin assignment

Generative AI Permission Level

No Assistance

This assessment is designed for you to complete without the use of any generative AI. You are not permitted to use any generative AI tools, software or service to search for or generate information or answers.

For more information on Generative AI and permitted use please see here.

Note: For this assignment, all submitted components must be your original work. You are allowed to use internet search engines such as Google Search or Microsoft Bing, but you may not use generative AI chatbots such as ChatGPT or Microsoft Copilot.

Scavenger Hunt

Assessment Overview

During the trip, you will capture high-quality images of various activities and locations in the Asian host country. Grading and feedback will be done through a rubric.

Course Learning Outcomes

- CLO2 : Document diverse Asian design elements through visual means.
- CLO3 : Identify and critically analyse the unique features of Asian industrial design.

Detailed Assessment Description

The Scavenger Hunt is an engaging activity where you explore and capture specific items or sites on a predefined list by taking photographs. This assessment task enhances your observational and analytical skills by immersing you in the diverse cultural and industrial design elements of an Asian context. You will develop a deeper understanding of Japanese design practices, historical influences, and contemporary innovations. This task bridges theoretical knowledge with practical application, teaching you to capture high-quality images, manage digital files, and adhere to ethical photography standards – skills essential in design and research. Through this hands-on experience, you will gain valuable insights into the cultural and industrial landscape of the host country, preparing you for future professional endeavours in a globalised environment.

Assessment Length

Unspecified

Submission notes

Original images of Scavenger Hunt items on Moodle. Selfies with Scavenger Hunt items on Padlet.

Assessment information

See 'How to complete this assessment' on Moodle.

Assignment submission Turnitin type

This is not a Turnitin assignment

Generative AI Permission Level

No Assistance

This assessment is designed for you to complete without the use of any generative AI. You are not permitted to use any generative AI tools, software or service to search for or generate information or answers.

For more information on Generative AI and permitted use please see here.

Note: For this assignment, all submitted images must be original photographs taken with your own camera. The use of generative AI software, including text-to-image creation, is not permitted.

Reflection Travelogue

Assessment Overview

You will reflect on your experiences from the various places and events during the overseas course. Grading and feedback will be done through a rubric.

Course Learning Outcomes

- CLO4 : Critically reflect on your learning experiences encountered in Asia.

Detailed Assessment Description

A reflection travelogue is a detailed account of your travel experiences, combining photographs and written reflections to document your journey. The purpose of this assignment is to encourage you to critically reflect on your learning experiences during our 16-day Japan trip. By composing a photobook that captures your daily activities and reflections, you will enhance your ability to articulate how these experiences contribute to your growth as a designer. This task has real-world relevance as it helps you develop skills in self-reflection, visual storytelling, and professional documentation. These skills are valuable for creating design portfolios, project reports, and presenting your work and experiences to potential employers or clients.

Assessment Length

Unspecified

Submission notes

A4 portrait 297mm x 420 mm. Optimised, text-searchable PDF file under 100 MB. Must contain all sections listed in 'How to complete this assessment'.

Assessment information

See 'How to complete this assessment' on Moodle.

Assignment submission Turnitin type

This is not a Turnitin assignment

Simple Editing Assistance

In completing this assessment, you are permitted to use standard editing and referencing functions in the software you use to complete your assessment. These functions are described below. You must not use any functions that generate or paraphrase passages of text or other media, whether based on your own work or not.

If your Convenor has concerns that your submission contains passages of AI-generated text or media, you may be asked to account for your work. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

For more information on Generative AI and permitted use please see here.

Note: In this assignment, you may use AI-powered writing tools such as Grammarly or Microsoft Editor to improve grammar, spelling, punctuation, style, clarity and readability, but you are not permitted to use generative AI to write the majority of the content of your Reflection Travelogue.

Product PechaKucha

Assessment Overview

You will create a PechaKucha presentation video on an Asian product-related theme. Grading and feedback will be done through a rubric.

Course Learning Outcomes

- CLO2 : Document diverse Asian design elements through visual means.
- CLO3 : Identify and critically analyse the unique features of Asian industrial design.
- CLO4 : Critically reflect on your learning experiences encountered in Asia.

Detailed Assessment Description

PechaKucha (Japanese for 'chit-chat') is a concise and fast-paced presentation format where 20 slides are shown for 20 seconds each, totalling 6 minutes and 40 seconds. The purpose of this assessment is to develop your ability to document and analyse diverse Asian design elements through a structured and engaging presentation. By choosing a product-based theme, capturing original photographs, and narrating your insights, you will enhance your visual documentation skills and critical analysis of Asian industrial design. This task has real-world relevance as it simulates professional scenarios where you need to present complex information succinctly and effectively, a valuable skill in any design career.

<u>Assessment Length</u>

Should not exceed 6 minutes and 40 seconds

<u>Submission notes</u>

6½-minute YouTube video

<u>Assessment information</u>

See 'How to complete this assessment' on Moodle.

<u>Assignment submission Turnitin type</u>

This is not a Turnitin assignment

<u>Generative AI Permission Level</u>

Planning/Design Assistance

You are permitted to use generative AI tools, software or services to generate initial ideas, structures, or outlines. However, 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 tool, software or service should not be a part of your final submission. You should keep copies of your iterations to show your Course Authority if there is any uncertainty about the originality of your work.
If your Convenor has concerns that your answer contains passages of AI-generated text or media that have not been sufficiently modified you may be asked to explain your work, but we recognise that you are permitted to use AI generated text and media as a starting point and some traces may remain. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.
For more information on Generative AI and permitted use please see here.

Note: For this assignment, you may use AI-powered chatbots like ChatGPT or Microsoft Copilot to help structure your 20-slide PechaKucha presentation, reduce the wordiness of your script, and improve overall clarity and coherence. However, all images included in your PechaKucha must be original photographs taken with your own camera. Borrowed images, whether downloaded from websites or AI-generated, are not allowed.

General Assessment Information

See previous student exemplars on Moodle.

Standard

Aggregate mark of at least 50/100.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 18 November - 24 November	Fieldwork	Nov 23 Sat. Depart Sydney for Osaka, 9h35m flight. Overnight in Osaka. Nov 24 Sun. Food replica craft workshop in Osaka. Visit Osaka Castle. Overnight in Osaka.
Week 2 : 25 November - 1 December	Fieldwork	Nov 25 Mon. Visit Panasonic Museum Osaka. Visit PETEC Panasonic Eco Technology Centre in Kato Hyogo. Overnight in Osaka. Nov 26 Tue. Design workshop at Kobe Design University. Overnight in Osaka. Nov 28 Thu. Visit Kyoto Imperial Palace. Visit Kyoto Museum of Crafts & Design. Overnight in Osaka. Nov 29 Fri. Visit Toyota Commemorative Museum of Industry and Technology in Nagoya. Visit Brother Museum in Nagoya. Overnight in Osaka. Nov 30 Sat. 'Only in Japan' Scavenger Hunt in Kyoto. Overnight in Osaka. Dec 1 Sun. Shinkansen Osaka to Tokyo. Overnight in Tokyo.
Week 3 : 2 December - 8 December	Fieldwork	Dec 2 Mon. Day trip to Fuji Kawaguchiko. Overnight in Tokyo. Dec 3 Tue. Design workshop at Toyo University. Overnight in Tokyo. Dec 4 Wed. Visit University of Tokyo Sustainable Futures Lab. Visit TeamLab Borderless. Overnight in Tokyo. Dec 5 Thu. Visit GK Industrial Design. Food replica craft workshop. Overnight in Tokyo. Dec 6 Fri. 'Only in Japan' Scavenger Hunt. Overnight in Tokyo. Dec 7 Sat. 'Only in Japan' Scavenger Hunt. Overnight in Tokyo. Dec 8 Sun. Depart Tokyo for Sydney. Dec 9 Mon. Arrive Sydney.

Attendance Requirements

You are expected to actively participate in all activities during this overseas fieldwork.

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

General Schedule Information

This course will take place in Japan during Term 3C.

Course Resources

Prescribed Resources

- Japan In-Depth Learning 1: Japanese Basic Manners and Rules by Kana Hattori (66 minutes).
- Beginners Japanese for 48 hours in Tokyo by Mami Chan. Watch selected videos (30 minutes): Chapter 2 (Polite conversation), Chapter 3 (Japanese intros & greetings), and Chapter 12 (Japanese culture notes).

Recommended Resources

See Recommended Resources on Moodle.

Additional Costs

Participation in IDES3235 will incur international travel costs of at least $3,500 (covering airfares, accommodation, meals, and incidentals) in addition to UNSW fees for a 6-unit course, with financial support available for Australian citizens through OS-HELP Loans and New Colombo Plan Mobility Grants.

Course Evaluation and Development

We encourage all of you to participate in the myExperience survey. This is your chance to tell us about your experience of learning and teaching at UNSW. Your honest and constructive feedback is valued and appreciated. The only way we can improve what we do or keep doing well, is to know what you think. Your responses have an impact on the future of courses and programs at UNSW. Your responses help not only us your teachers, but other students planning on taking IDES325 in the future. In turn, responses from students taking courses that you plan on taking will help you too. Your responses are confidential but not anonymous. myExperience reports are not released until exam results have been officially published, so you can be assured that your comments will not have an impact on your marks.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Mariano Ramirez		K-H13-4024 Room 4024 Anita B Lawrence Centre UNSW Kensington Campus	02 9385 4911	Email for appointment	Yes	Yes

Other Useful Information

Academic Information

For essential student information relating to:

- UNSW and Faculty policies and procedures;
- Student Support Services;
- Student equity and disability;
- Special Consideration in the event of illness or misadventure;

- Examination information;
- Review of results;

Please see: https://www.unsw.edu.au/arts-design-architecture/student-life/resources-support/protocols-guidelines

Academic Honesty and Plagarism

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

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](#).

Important note: UNSW has a "fit to sit/submit" rule, which means that if you sit an exam or submit a piece of assessment, you are declaring yourself fit to do so and cannot later apply for Special Consideration. This is to ensure that if you feel unwell or are faced with significant circumstances beyond your control that affect your ability to study, you do not sit an examination or submit an assessment that does not reflect your best performance. Instead, you should apply for Special Consideration as soon as you realise you are not well enough or are otherwise unable to sit or submit an assessment.

School Contact Information

beadmin@unsw.edu.au