



UNSW Course Outline

IDES3331 Industrial Design Studio 3A: Integrated Product Design - 2024

Published on the 02 Feb 2024

General Course Information

Course Code : IDES3331

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 Studio 3A prepares you for industry practice by working on projects that

consider commercial requirements and constraints. The studio course highlights the necessity for an iterative but structured design process within a commercial framework. You will gain further experience in applying design research methodologies to produce outcomes that address technical and manufacturing constraints while at the same time prioritising social, consumer and market needs. You will engage in practical projects that parallel industry processes, with each undertaking having a strong emphasis on innovation, technical resolution, and high-level design documentation to a professional standard. A rigorous and responsible approach to product design is fostered by addressing real-world consumer, environmental, social, commercial, technological, and manufacturing needs.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Independently manage a product design process from research to design resolution.
CLO2 : Synthesise socio-cultural and technical knowledge in the completion of a design project of moderate complexity.
CLO3 : Communicate the process of design, design exploration and the rationale for choices made through written and visual media.
CLO4 : Describe a proposed final design with a level of detail and specifications suitable for transfer to production.

Course Learning Outcomes	Assessment Item
CLO1 : Independently manage a product design process from research to design resolution.	<ul style="list-style-type: none"> • Design Discovery • Design Development
CLO2 : Synthesise socio-cultural and technical knowledge in the completion of a design project of moderate complexity.	<ul style="list-style-type: none"> • Design Discovery • Design Development
CLO3 : Communicate the process of design, design exploration and the rationale for choices made through written and visual media.	<ul style="list-style-type: none"> • Design Discovery • Design Development
CLO4 : Describe a proposed final design with a level of detail and specifications suitable for transfer to production.	<ul style="list-style-type: none"> • Design Development

Learning and Teaching Technologies

Moodle - Learning Management System

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Design Discovery Assessment Format: Individual	40%	
Design Development Assessment Format: Individual	60%	

Assessment Details

Design Discovery

Assessment Overview

You will conduct a comprehensive market research of your product category and present your insights and findings. Verbal feedback will be given throughout the project's development, both to individuals and broadly to the class. Grading will be done against assessment criteria.

Course Learning Outcomes

- CL01 : Independently manage a product design process from research to design resolution.
- CL02 : Synthesise socio-cultural and technical knowledge in the completion of a design project of moderate complexity.
- CL03 : Communicate the process of design, design exploration and the rationale for choices made through written and visual media.

Design Development

Assessment Overview

You will document the process you have undertaken for your product design project, clearly detailing your final design. Verbal feedback will be given throughout the project's development, both to individuals and broadly to the class. Grading will be done against assessment criteria.

Course Learning Outcomes

- CL01 : Independently manage a product design process from research to design resolution.
- CL02 : Synthesise socio-cultural and technical knowledge in the completion of a design project of moderate complexity.
- CL03 : Communicate the process of design, design exploration and the rationale for choices made through written and visual media.
- CL04 : Describe a proposed final design with a level of detail and specifications suitable for transfer to production.

General Assessment Information

Grading Basis

Standard

Requirements to pass course

Successful course completion requires students to fulfil all assessment tasks and attain a minimum Pass average.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 12 February - 18 February	Lecture	Course Overview Arrange tutorial groups Warm-up exercise Assignment 3: Studio practices
	Tutorial	Design Language Exercise
Week 2 : 19 February - 25 February	Lecture	Design Processes
	Tutorial	Sketching Visualisation
Week 3 : 26 February - 3 March	Lecture	Conducting Competitor research
	Tutorial	Tutorial groups discussion and prep for Research and understanding of kettle usage- Habits, behaviors, attitudes, cultures, rituals - (interviews – observation)
Week 4 : 4 March - 10 March	Presentation	Ass 1 Presentation – Breville Design research team
Week 5 : 11 March - 17 March	Lecture	Assignment 2 briefing
Week 6 : 18 March - 24 March	Other	No class this week. Continue with your assignments.
Week 7 : 25 March - 31 March	Lecture	Design portfolios
Week 8 : 1 April - 7 April	Lecture	CMF presentation Designing for Manufacture
Week 9 : 8 April - 14 April	Laboratory	Model making in the workshop. Design Documentation
Week 10 : 15 April - 21 April	Presentation	Presentation to the Breville Design Team

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

A detailed Course Schedule is available on Moodle.

Course Resources

Course Evaluation and Development

Annually, we carefully assess the experiences of both students and staff in our course, aiming to enhance the overall delivery and assessment methods. In response to valuable feedback from previous cohorts, where students expressed a desire for increased feedback and opportunities to collaborate, we have incorporated changes for the upcoming year. Specifically, we have committed to more feedback time allocations and opportunities for more allocated dedicated time for peer-to-peer feedback fostering a collaborative environment that encourages the sharing of ideas and processes. This initiative is designed to not only improve the student experience but also to promote a more interactive and enriching learning atmosphere.

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	Gonzalo Portas		The Anita B Lawrence Centre, West Wing Level 2, Room 2005 Anzac Pde Kensington NSW 2033		9am-5pm Please make an appointment	Yes	Yes
Tutor	Min Kong					No	No
	Sam Weis					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