



## UNSW Course Outline

# IDES1311 Industrial Design Studio 1A: Product Design Fundamentals - 2024

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## General Course Information

**Course Code :** IDES1311

**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

### Useful Links

[Handbook Class Timetable](#)

## Course Details & Outcomes

### Course Description

Industrial Design Studio 1A introduces you to the role and importance of the industrial designer

in the development of the products that shape the day-to-day lives of people. The course explores the various methods and perspectives that industrial designers employ to identify opportunities and conceive meaningful products. You will learn the fundamentals of the design thinking process as well as industrial design research tools such as mood boards, user journeys, user scenarios, and product mock-ups. Studio-based design projects challenge you to develop and communicate design concepts as well as evaluate your ideas through an iterative design process, within the context of a design brief.

## Course Learning Outcomes

Course Learning Outcomes
CLO1 : Discuss the role of the industrial design practitioner in shaping social, cultural and environmental outcomes.
CLO2 : Employ industrial design thinking methods to examine design opportunities and support design proposals.
CLO3 : Apply an iterative design process to develop a design concept in response to a simplified design brief.
CLO4 : Demonstrate a range of visual and verbal communication skills to clearly articulate a design concept.

Course Learning Outcomes	Assessment Item
CLO1 : Discuss the role of the industrial design practitioner in shaping social, cultural and environmental outcomes.	<ul style="list-style-type: none"><li>• Design Prototypes</li></ul>
CLO2 : Employ industrial design thinking methods to examine design opportunities and support design proposals.	<ul style="list-style-type: none"><li>• Design Discovery</li><li>• Design Prototypes</li></ul>
CLO3 : Apply an iterative design process to develop a design concept in response to a simplified design brief.	<ul style="list-style-type: none"><li>• Design Discovery</li><li>• Design Prototypes</li></ul>
CLO4 : Demonstrate a range of visual and verbal communication skills to clearly articulate a design concept.	<ul style="list-style-type: none"><li>• Design Discovery</li><li>• Design Prototypes</li></ul>

## Learning and Teaching Technologies

Moodle - Learning Management System

# Assessments

## Assessment Structure

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

## Assessment Details

### Design Discovery

#### Assessment Overview

You will produce a series of design representations in response to a given design challenge. You will receive regular verbal feedback on your progress in weekly studios. Grading will be done against assessment criteria.

#### Course Learning Outcomes

- CLO2 : Employ industrial design thinking methods to examine design opportunities and support design proposals.
- CLO3 : Apply an iterative design process to develop a design concept in response to a simplified design brief.
- CLO4 : Demonstrate a range of visual and verbal communication skills to clearly articulate a design concept.

#### Detailed Assessment Description

See briefing document in the Moodle Assessment Hub for this course.

#### Assignment submission Turnitin type

This is not a Turnitin assignment

### Design Prototypes

#### Assessment Overview

You will produce a design proposal of low complexity building on the previous assessment. You will receive regular verbal feedback on your progress in weekly studios. Grading will be done against assessment criteria.

#### Course Learning Outcomes

- CLO1 : Discuss the role of the industrial design practitioner in shaping social, cultural and environmental outcomes.

- CLO2 : Employ industrial design thinking methods to examine design opportunities and support design proposals.
- CLO3 : Apply an iterative design process to develop a design concept in response to a simplified design brief.
- CLO4 : Demonstrate a range of visual and verbal communication skills to clearly articulate a design concept.

#### Detailed Assessment Description

See briefing document in the Moodle Assessment Hub for this course.

#### Assignment submission Turnitin type

This is not a Turnitin assignment

## General Assessment Information

#### Artificial Intelligence

The use of Artificial Intelligence (AI) is not needed for any component of this course. However,

You **may** use AI to:

- help explore, explain or expand upon any of the concepts we touch on
- translate your written work and / or offer suggestions for its improvement

You **may not** use AI to

- generate any design output such as visual concepts or graphic layouts

Any output of generative AI software that is used within your assessment must be attributed with full referencing. [See here](#) for information on how to do that.

If you have any questions or concerns, please get in touch to discuss them.

#### Supplementary Assessment

In this course, a Supplementary Assessment may be offered at the end of term, after results for the course are finalised, to students who satisfy the following conditions:

- Your final result in IDES1311 is between 45-49FL.
- Your failure of the course is not due to misconduct or lateness (and no other misconduct incidents or academic matters under review).
- You have not failed the course in previous years.
- You have attempted all assessment tasks in the course and met all attendance requirements if and as specified.

Your Course Convener will contact eligible students via email at the end of term.

A satisfactory grade for the Supplementary Assessment will result in a final mark/grade for the course of 50PS. An unsatisfactory grade for the Supplementary Assessment will result in no change to your original mark/grade for course. Once you have agreed to complete the supplementary assessment, you will have no further recourse to an appeal or a request for a review of results.

#### 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 : 27 May - 2 June	Topic	How might we define industrial design?
Week 2 : 3 June - 9 June	Topic	How might we understand good design?
Week 3 : 10 June - 16 June	Topic	How might we design products that are desirable?
Week 4 : 17 June - 23 June	Topic	How might we design products that are comfortable to use?
Week 5 : 24 June - 30 June	Topic	How might we design products that make a connection?
Week 6 : 1 July - 7 July	Other	Non-teaching week
Week 7 : 8 July - 14 July	Topic	How might we design products that make a better connection?
Week 8 : 15 July - 21 July	Topic	How might we design products that are intuitive?
Week 9 : 22 July - 28 July	Topic	How might we design products to create positive impact?
Week 10 : 29 July - 4 August	Topic	How might we anticipate the future of industrial design?

## Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

## General Schedule Information

### Lectures

Lectures will be held from 9am to 10am on Wednesdays in the [LG05 Lecture Theatre of the Tyree Energy Technology Building](#) (K-H6-LG05). You are expected to attend at that time.

### Studio

Studio classes will follow the lectures on Wednesdays from 10 am to 1pm. They will be held in [Rooms 103, 104 and 115 of the Squarehouse Building](#) (K-E4-103/104/115). You are expected to attend at that time.

# Course Resources

## Prescribed Resources

See Weekly Resources & Activities tabs on the Moodle course page.

## Recommended Resources

[IDES1311 Leganto](#)

## Additional Costs

You will be required to purchase some model making and art supply / drawing materials for this course. These are available from the Design Futures Lab at the Squarehouse.

## Course Evaluation and Development

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	Robert Walsh				Please email for an appointment.	No	Yes
Tutor	Ned Mason					No	No
	Max Glanville					No	No
	Lisa Gyecsek					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.

## 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)