UNSW Course Outline

IDES1312 Industrial Design Studio 1B: Materials, Form and Meaning - 2024

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General Course Information

Course Code : IDES1312
Year : 2024
Term : Term 3
Teaching Period : T3
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

This course familiarizes you with the principles and processes that guide the selection,

application and specification of colour, materials, and material finishes in the design of aesthetically engaging products. In this course, you will enhance your creative skills and continue to develop an iterative design process based on the industrial design methodology. The course will challenge you to investigate colour, form, and texture through the drawing, material experimentation, and model-making techniques that industrial designers typically engage in. Through project-based assessments, you will conceive of simple products that convey a visual and tactile approach to product design that responds to the emotional and operational contexts of user experience. You will develop the presentation skills necessary to communicate design concepts and document technical detail for discussion with clients and collaborators.

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.
CLO5 : Explore form and human emotions in the exploration of ideas.

Course Learning Outcomes	Assessment Item
CLO1 : Discuss the role of the industrial design practitioner in shaping social, cultural and environmental outcomes.	• Sheet Material • Vessel Design
CLO2 : Employ industrial design thinking methods to examine design opportunities and support design proposals.	• Sheet Material • Vessel Design
CLO3 : Apply an iterative design process to develop a design concept in response to a simplified design brief.	• Sheet Material • Vessel Design
CLO4 : Demonstrate a range of visual and verbal communication skills to clearly articulate a design concept.	• Sheet Material • Vessel Design
CLO5 : Explore form and human emotions in the exploration of ideas.	• Vessel Design

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this course

Learning in Studio depends very much on students engaging energetically the challenges that have been set and engaging to guidance from teaching staff. We recognise there are no “right” answers in a design assignment but some responses, when revealed, are clearly superior to others. Finding the better (and better) responses comes only from an iterative design process of exploring and refining ideas through sketches, models, feedback, and evaluation. You will have weekly in-studio presentations of your work in progress and learn from the critique of others’ work as well as our own.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Sheet Material Assessment Format: Individual	50%	Start Date: 11/09/2024 02:00 PM Due Date: 09/10/2024 02:00 PM
Vessel Design Assessment Format: Individual	50%	Start Date: 23/10/2024 02:00 PM Due Date: 27/11/2024 02:00 PM

Assessment Details

Sheet Material

Assessment Overview

You will complete a project where you will transform a two-dimensional sheet material into a three-dimensional product. You will receive regular verbal feedback on your progress. Marking is individual and will be done according to a marking rubric.

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.

Assignment submission Turnitin type

Not Applicable

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.

Vessel Design

Assessment Overview

You will complete a project where you will create a 3D form embodiment to a perceived sensation. You will receive regular verbal feedback on your progress. Marking is individual and will be done according to a marking rubric.

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.
- CLO5 : Explore form and human emotions in the exploration of ideas.

Assignment submission Turnitin type

Not Applicable

Generative AI Permission Level

No Assistance

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General Assessment Information

Supplementary Assessment Information

In this course, IDES1312, 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 IDES1312 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

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 0 : 2 September - 8 September	Other	Review the class Moodle Page and familiarise yourself with the Course Outline
Week 1 : 9 September - 15 September	Lecture	Introduction to the Course Introduction to Project 1
	Tutorial	Sheet material exploration
Week 2 : 16 September - 22 September	Lecture	Sheet Material - Opportunities
	Tutorial	Exploration of Ideas
Week 3 : 23 September - 29 September	Lecture	Manufacturing Ideas
	Presentation	Present your initial Ideas for feedback and discussion in your tutorial Group.
Week 4 : 30 September - 6 October	Lecture	Design Process - How to Design!
	Tutorial	Working on your Design Process. Review of your progress - Feedback
Week 5 : 7 October - 13 October	Presentation	Presentation of Project 1
Week 6 : 14 October - 20 October	Other	Non Teaching Week
Week 7 : 21 October - 27 October	Lecture	Introduction to Assignment 2 Lecture on Emotional Design
	Tutorial	Class exercise.
Week 8 : 28 October - 3 November	Lecture	Guest Lecture - Industrial Design today.
	Tutorial	Presentation of your early-stage work for feedback.
Week 9 : 4 November - 10 November	Lecture	Designing for a target market.
	Tutorial	Working with others.
Week 10 : 11 November - 17 November	Presentation	Final Project Consultation.
Week 11 : 18 November - 24 November	Homework	Self-directed model making and preparation for final presentation.
Week 12 : 25 November - 1 December	Assessment	Exhibition style presentation and assessment

Attendance Requirements

Please note that lecture recordings are not available for this course. Students are strongly encouraged to attend all classes and contact the Course Authority to make alternative arrangements for classes missed.

Course Resources

Course Evaluation and Development

Your weekly presentation of work-in-progress provides opportunities for formative feedback (that is feedback intended as guidance rather than explaining a mark awarded). This kind of feedback will come from staff and peers. Weekly conversations with staff in the scheduled studio sessions also constitutes formative feedback.

Summative feedback on the submitted design assignments will be provided in writing, together with marks awarded, in Moodle within 10 days of submission.

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 P ortas		The Anita B Lawrence Centre, West Wing Level 2, Room 2005		9am-5pm Please make an appointment	Yes	Yes
Tutor	Robert Wa lsh					No	No
	Ed Ko					No	No
	Rina Berna bei					No	No

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