

# Norman - Design Reading

Released: Sept 20, 2018

Due: Sept 27, 2018

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After reading the selected excerpts from *The Design of Everyday Things*, discuss what you learned. Relate one of Norman's ideas to a situation that you have experienced. What do you think Norman would have suggested to improve the experience?

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Please be diligent about submitting your comment as a PDF on Gradescope by 12:00 p.m. (noon).

Reading responses that are late or not turned in will receive 0 points. An unsatisfactory or unrelated reading comment will receive 1 points. A satisfactory reading comment that correctly and thoroughly answers the given prompt will receive 2 points, which is the most common score. Exceptional reading comments (the top 15 - 20% in quality) will receive one extra point, for a total of 3 points. An exceptional comment does not merely answer the prompt in a satisfactory manner, but one that is also an insightful analysis through close examination of the reading. Exceptional reading comments are not restatements of the readings, nor are they unsubstantiated claims or opinions such as such as "I liked the analysis part of the article because I learned a lot." Rather, they are further explorations into the content and extensions of the points made.

Keep comments below 200 words. If your comment is more than 200 words, you will not be eligible to receive the 2 points.