**Course Number: ID 1102**

**Course Title:** Introduction to Industrial Design 2

**Instructor:** Kevin Shankwiler (lead), Steven Chininis

**Credit Value:** 1 credit hour

**Course Times:** Tuesday 3-4 pm

**Corequisites**: **ID 1012, ID 1402, ID 1419**

**Prerequisite**: **ID 1101** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Catalogue Description*:***

Introduction to Industrial Design – a survey of evolving diverse career options and the designer’s impact on society. Emphasis is on user experience and interaction design.

This is a survey course exploring career options based on the evolving role of industrial designers in fields as diverse as design research, product design, service design, design for manufacture, interface design, user experience and interaction design. This second part of the course investigates service and user interface design as an emerging market, including user experience and interaction design.

# Objectives:

This course is designed to help students explore the constantly changing world of Industrial Design. Students will be exposed to many different types of design and design business models through a variety of lectures and guest speakers.

Specifically, the course objectives are to:

* Familiarize students with an overview of the origins of the field of Industrial Design.
* Expose students to a wide variety of Industrial Design practitioners and to explore the
* differences and variety of their practices.
* Help students identify and shape the education path that suites their needs.
* Help students explore and imagine their own possible design career pathways.
* Help students understand current business structures in Industrial Design.
* Explore the evolving world of Industrial Design and to discuss current design trends.
* To facilitate student engagement in dialogs with a variety of leading local design

practitioners.

# Learning Outcomes:

Upon completion of the course students are expected to demonstrate knowledge, skill and abilities in the following areas:

* To exhibit an understanding of an overview of the origins of the field of Industrial Design.
* To exhibit an understanding of current Industrial Design practitioners and the

differences and variety of their practices.

* To exhibit the knowledge needed to identify and shape their education path.
* To exhibit an understanding of the breadth of design related careers so that students can

make informed choices that will allow them to achieve their chosen career pathways.

* To exhibit an understanding of the various common business structures in Industrial

Design.

* To exhibit an understanding of the evolving world of Industrial Design and to be articulate in discussing current and future design trends.

## Course Format:

Instructional methods for teaching the course include:

* Lectures
* Individual Written Assignments: Speaker Reflections and Short Essays
* In-class Group Discussions
* Guest Speakers
* Readings
* Essay Tests

# Weekly Learning Activities:

a. Lectures (3/4 hour)

b. In Class Discussion and Exercises (1/4 hour)

Total Hours (1 hour)

# Schedule:

          Week 1-3                      Emerging Trends in Industrial Design / Lectures and Discussion

**Exercise 1                  Essay A/**

*Research and explain an emerging design or design business trend. What*

*is behind the trend, and why?*

Week 4 - 5                   Service Design

**Exercises 2 - 8                      Reflection Essays for Practitioner Visits**

Students will be required to take notes and summarize content from guest

                                    practitioner lectures.  Students will turn in one page essays for each guest,

                                    noting positives and negatives about the potential career paths described.

          Week 6-7                       Exhibit and Store Display and Point of Purchase Design

           Week 8-9                       Interaction Design

        Week 10-11                   Way Finding Design

Week 12-14                  Interaction Design

**Exercise 9                  Essay B/**

*Design and describe your ideal design job.  Why?*

          Week 15

**Exercise 10                Essay Test**

**Scope of Work:**

Develop an understanding of the current and future state of the field of Industrial Design through discussion, lectures, and written essays.

# General Responsibilities and Expectations:

Attendance: Students are expected to attend and participate during each class session. Attendance for all scheduled exams or in class presentation is required. If you know that you will miss a class, please advise your instructor at least 24 hours in advance. If an unexpected situation occurs, it is your responsibility to contact the instructor within 24 hours of the scheduled class time.

Participation:

Students are expected to actively engage in any in-class discussions and activities.

Deadlines:

Students are expected to complete any assigned readings and come prepared to each class. Deadlines for all assignments and projects will be specified when they are given. Any in-class assignments will be due by the end of class unless otherwise specific. Late or incomplete projects will result in grade reduction. In-class activities may only be made up if you are absent for a valid reason. The instructor reserves the right to change the dates and modify assignments as necessary, with advanced notification.

**Evaluation Criteria:**

Students will be evaluated on the quality of work completed in class and for homework, presentations of that work, and on the quality of their contributions in class discussions.

**Grading:**

Grading will be based on the Georgia Institute of Technology system. No plus or minuses will be applies to the final grade. However, plus and minuses will be used for all the submissions during the semester. Students will have one week after each project grade submissions to discuss and grading matters to the instructor.

The grade ranges are defined as follows:

90 -100% = A

80 - 89% = B

70 - 79% = C

60 - 69% = D

0 - 59% = F

Grades will be based on projects and exams according to the following grading distribution:

Essay A: 15%

Guest Reflections: 5% each times 6 (30%)

Essay B: 15%

Essay Test: 20%

Class Participation and Attendance: 20%

**On-Line Resources:**

The course will utilize T-Square (t-square.gatech.edu) for the distribution of class materials (such as lecture slides or supplemental readings), announcements, and for turning in class assignments.

Students will also make use of a range of tutorials posted on lynda.gatech.edu.

**Facilities & Equipment:**

This course may make use of support facilities such as the workshop, computing lab and other resources. The College of Architecture workshop (Basement East Building) and laser-cutters (3rd floor East building) are available to support design activities. Students wishing to use the facility and equipment must have completed the required introductory course and /or have been checked out in the proper use of the equipment by the lab personnel. The College of Architecture computing lab room #104a is the primary computer lab for the ID Program. The normal operating schedule for the lab is the same as the other College of Architecture computing facilities.

**Required Books/Reference Materials:**

* + - Current Design Trend Articles – TBD

**General Notes (policies and procedures):**

**Special Needs:**

All students with special needs, permanent or temporary disabilities are urged to contact their Instructors or Troy Whyte ([troy.whyte@coa.gatech.edu](mailto:troy.whyte@coa.gatech.edu), 404-894-4874) for information or assistance to coordinate their service needs and/or visit the ADAPTS program website: <http://www.adapts.gatech.edu/> The ADAPTS Office, located in the Office of the Dean of Students (ODOS), provides support and information regarding students with disabilities at the Georgia Institute of Technology. Assistance is also available for meeting the requirements of the Americans with Disabilities Act (ADA) and students self-identifying as having a disability to obtain reasonable accommodations. Official documentation of disability is required to determine eligibility for accommodations or adaptations that may be helpful on campus. Staff members in the ADAPTS Office serve as full-time advocates for students with disabilities. Their role is to ensure that all students have physical programmatic access to all college programs, thereby enhancing their interactions in all activities of the campus community. Our purpose is to improve the educational development of students with disabilities and to enhance the understanding and support within the institute through equitable access, accommodations, and the provision of programs and services. ADAPTS operates under the guidelines of Section 504 of the Rehabilitation Act of 1973 and the 1990 Americans with Disabilities Act (ADA). ADAPTS serves any Georgia Tech student who has a documented, qualifying disability.

**Student Bill of Rights:**

1. The right to attend classes at regularly scheduled times without deviation from such time and without penalty if the student cannot attend instructional, lab, or examination hours not institutionally scheduled.
2. The right to consult with an assigned and qualified advisor for a reasonable amount of time each term.
3. The right to consult with faculty outside usual classroom time such as regularly scheduled office hours by appointment.
4. The right to have reasonable access to campus facilities of which use is required to complete course assignments and/or objectives.
5. The right to receive a syllabus for each course at the first class meeting. The syllabus should include an outline of the course objectives, criteria used in determining the course grade, and any other requirements. Students should be informed of any changes made to the syllabus with reasonable time to adjust to these changes.
6. The right to have reasonable time to learn course material prior to the administration of an examination.
7. The right of each student to receive access to any of his/her records kept by the institution.
8. The right to have reasonable access to grading instruments and/or evaluation criteria and to have graded material returned in a timely fashion.
9. The right to be informed of the grade appeals process.
10. The right to have reasonable facilities in which to receive instruction and examinations.
11. The right to be informed in each course of the definition of academic misconduct.

**Contacting the Instructor for an Appointment:**

If you would like to arrange a meeting or appointment, please speak with the instructor after class or contact the instructor via email. Please allow 24 hours for a response.

*This syllabus may be subject to change during the course of the semester. IF so, the syllabus will be updated online and you will be informed of the changes.*