

Course Code:

UPRD322X

1. Course Title:

Culture, Context and Client SII (BDes (Hons) Product Design)

2. Academic Session:

2015/16

3. Level:

SCQF Level 9

4. Credits:

60

5. Lead School/Board of Studies:

School of Design

6. Course Contact:

Irene Bell

7. Course Aims:

To utilise “design thinking” as a tool to explore the social and organisational context of the design process and user-experience through the process-mapping of complex problems and issues

To explore the experiential properties of materials, forms functionality and interactive affordance in relation to specific forms of use.

To apply the methods, theories and knowledge of the social sciences in the realisation of design outcomes.

To encourage autonomous and creative exploration of contemporary culture and extend an understanding of user-led practice through *design for experience*.

To allow the advancement of students’ critical and analytical skills in historical, theoretical and critical writing within research.

8. Intended Learning Outcomes of Course:

By the end of this course students will be able to:

- ♦ Visualise complex processes, problems and interactions that demonstrate the link between design research and the identification of design insights or opportunities and their resolution across a variety of contexts.
- ♦ Demonstrate an understanding of form, materials and visual language and their use to develop appropriate product qualities, user interactions and experiences.
- ♦ Translate design research and its insights into design outcomes (products, services and experiences) that are co-designed with producers/providers, user/consumers and support organisations and capable of implementation by clients.
- ♦ Exhibit client management skills and an understanding of professional/industrial standards to produce design outcomes, products, services and experiences, which communicate the value of these within a range of value regimes (user-interaction/interface, system/service provision, quality/cost of manufacture etc).
- ♦ Deliver a single-authored *design for experience* project that explores, critiques and alters an aspect of contemporary cultural experience.

9. Indicative Content:

The studio component of the CCC S2 course is comprised of several projects that chart the changing skill set of industrial/product design practitioners through an engagement with strategic and service design, an exploration of acoustic design and the role of research methods inspired by the social sciences to current practice. The focus is upon *design for experience* and is represented by a major project in the second half of the semester. Additionally, there is an historical and theoretical component delivered by the Forum for Critical Inquiry tailored towards research.

10. Description of Summative Assessment:

Grading occurs at the end of the course

10.1 Please describe the Summative Assessment arrangements:

Portfolio (Studio) and essay/report (FoCI)

11. Formative Assessment:

Tutorial

11.1 Please describe the Formative Assessment arrangements:

Tutorial, peer review, group crit

12. Collaborative:

Yes

No

12.1 Teaching Institutions:

N/A

13. Requirements of Entry:

None

14. Co-requisites:

None

15. Associated Programmes:

None

16. When Taught:

Term 2 and Term 3

17. Timetable:**18. Available to Visiting Students:**Yes No **19. Distance Learning:**Yes No **20. Placement:**Yes No **21. Learning and Teaching Methods:**

Method	Formal Contact Hours	Notional Learning Hours (Including formal contact hours)
Lecture	5	50
Studio	15	100
Seminar/Presentation	10	30
Tutorial	5	20
Workshop	5	
Laboratory work		
Project work		150
Professional Practice		
E-Learning / Distance Learning		
Placement		
Examination		
Essay		20
Private Study	Not Applicable	30
Other (please specify below)		
TOTAL	40	400

22. Description of "Other" Teaching and Learning Methods:

N/A

23. Additional Relevant Information:

N/A

24. Indicative Bibliography:

Designing With Video: focusing the user-centred design process by Salu Ylirisku & Jacob Buur (Springer, 2007)

Technology as Experience by John McCarthy & Peter Wright (2004)

Creating Breakthrough Ideas: the collaboration of anthropologists and designers in the product development industry by Susan Squires & Bryan Byrne (eds.) (2002)

Cradle To Cradle: Remaking the Way We Make Things by William McDonough and Michael Braungart (2002)

Journals:

The Journal of Consumer Culture
Assemblage
Design
The Design Journal

<http://www.wired.com/>

<http://www.we-make-money-not-art.com/> <http://www.mediamatic.net/> <http://www.doorsofperception.com/> <http://www.ifesignsnetwork.net/index.aspx> <http://www.designobserver.com/index.html>