

**Course Code:**

UPRD201

**1. Course Title:**

Studio 2: Interactions &amp; Experiences BDes/MDes Prod Des

**2. Date of Production/Revision:**

2017/2018

**3. Level:**

SCQF Level 8

**4. Credits:**

80

**5. Lead School/Board of Studies:**

Innovation School

**6. Course Contact:**

Mil Stricevic

**7. Course Aims:**

This course aims to extend student learning beyond the material dimension of product design practice, opening up the immaterial and relational concepts of *interaction* and *experience* as design 'domains.' In doing so it requires students to develop their visual and narrative abilities in order to communicate their design process and its outcomes. Further, it introduces the concept of 'experience prototypes' as a means of communicating user-experience in situations where a working prototype is unfeasible, creating the possibility of generating user-feedback capable of being used to refine the design process. It also involves an introduction to digital technologies capable of supporting user-engagement and interface with design outcomes.

- To encourage deeper intellectual enquiry into the role of product design within contemporary society.
- To extend the application of user-research engagement techniques to explore and define more

complex social situations.

- To introduce the concept of ‘experience prototypes’ as a means of communicating user-experience in situations where a working prototype is unfeasible, creating the possibility of generating user-feedback capable of being used to refine the design process.
- To develop a range of visual and narrative abilities appropriate to the communication of more complex design propositions.
- To introduce Computer-Aided Design (CAD) as a way of developing new techniques of thinking and making in 3-D.

### 8. Intended Learning Outcomes of Course:

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

- Explore and communicate the complex social situations that shape the experience of products
- Use experience prototypes and visual communication strategies to convey an understanding of ‘interaction’ and ‘experience’ within design practice.
- Apply user research within the manufacture of experience prototypes as employed in a professional/industrial context (interface, branding/packaging etc)
- Demonstrate an understanding of the basic principles of interaction/interface technologies (Speckled Computing, Arduino, video) and deploy them during the sketch-modelling and design of user interactions or experiences.
- Apply 3-D CAD modelling (Rhino) and understand its role in Advanced Prototyping technologies (FDM/CNC/laser-cutting)

### 9. Indicative Content:

- Narrative methods and techniques (storyboarding, scenarios, graphic design, video prototyping, performance and role-play).
  - Observational research, user profiling
  - Design process & theory
  - Interface technology
- Rhino modelling and rapid prototyping technologies

### 10. Description of Summative Assessment:

No.	Assessment Method	Description of Assessment Method	Weight %	Submission week (assignments) or length (exam)
1	Portfolio submission	Previously formatively reviewed work re-presented in exhibition format with Project Process Journal	100	End of Course

#### 10.1 Please describe the Summative Assessment arrangements:

Students will be assessed on:

- How well they demonstrate the ability to translate research findings into design opportunities and

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insights appropriate to user interaction

- Ability to communicate clearly a project narrative and process using an experience prototype capable of communicating a design intent to others through use or observation.
- Their use of interaction/interface technologies to improve upon the user interaction/experience of a product or service based upon research data.
- Capacity to translate product sketches into CAD files and advanced prototype models

**11. Formative Assessment:**

Individual presentation, portfolio submission and project outcomes

**11.1 Please describe the Formative Assessment arrangements:**

Mid-year review at the end of Semester 1, individual feedback, group tutorials.

**12. Collaborative:**

Yes

No

**12.1 Teaching Institutions:**

N/A

**13. Requirements of Entry:**

None

**14. Co-requisites:**

Social Sciences 2, FoCi Courses stage 2, Language for PD Course

**15. Associated Programmes:**

BDes/MEDes Product Design

**16. When Taught:**

This course will be delivered across semester 1 & 2 of Stage 2 and will comprise 800 notional learning hours of which 80 will be direct contact time.

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**17. Timetable:**

Available on the VLE

**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		
Studio	80	800
Seminar/Presentation		
Tutorial		
Workshop		
Laboratory work		
Project work		
Professional Practice		
E-Learning / Distance Learning		
Placement		
Examination		
Essay		
Private Study	Not Applicable	
Other (please specify below)		
<b>TOTAL</b>	<b>80</b>	<b>800</b>

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

- Presentations, tutorials, technical and materials-based workshops, individual/group-feedback (formative)
- Presentation techniques
- Narrative workshops
- Lectures, seminars and individual tutorials
- Interface technology workshops
- Peer review/Self-directed learning

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**23. Additional Relevant Information:**

N/A

**24. Indicative Bibliography:**

<http://www.tracycurrer.com/prototype.htm>

*Sketching User Experience: Getting the Design Right and Getting the Right Design* by Bill Buxton (2007)

*Notes on Book Design* by Derek Birdsall (2004),

*Where Stuff Comes From: How Toasters, Toilets, Cars, Computers and Many Other Things Come to Be As They Are* by Harvey Molotch (2005)

*Sagmeister: Made You Look!* By Stephan Sagmeister (2001)

Journals:

Design Week  
Eureka  
Frame  
FX Magazine  
*Icon*  
Living  
Made

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