

Course Code:

TBC

1. Course Title:

Service Design

2. Academic Session:

2011/12

3. Level:

SCQF 11

4. Credits:

15

5. Lead School/Board of Studies

School of Design

6. Course Contact:

Irene Bell

7. Course Aims:

This course aims:

- to develop students' awareness and knowledge of Service Design as an emerging trend within the product design industry and an academic discipline;
- to extend the understanding of contemporary design practice to encompass non-object based activities and services;
- to equip students with a methodological framework and design processes capable of supporting the design and innovation of systems, services and the experiences that these deliver for their users;
- to expose postgraduate students to professional practice in this area through industrial collaboration with service design consultancies, such as Engine, LiveWork, We Are Curious and Plan.

8. Intended Learning Outcomes of Course:

By the end of the course, students should be able to:

- demonstrate an understanding of how innovation occurs within the domain of Service Design;

- display a capacity for collaborative and self-directed activity through the development and management of a service design project;
- communicate a knowledge and understanding of the research methods specific to an individual service design project;
- present a service design innovation proposal in an appropriate visual, verbal, and written format.

9. Indicative Content:

Understanding Service Design
 Analysis of service design activity
 Service Design project proposal and communication

10. Description of Summative Assessment:

For this course, assessment of student work will consist of three components:

- An analysis of an existing example of service design detailing the customer journey, user touch-points, user-provider relationships and 'friction points' (no more than 6 sheets).
- A practice-based outcome, or detailed service design proposal, capable of being presented to a client or practitioner (6 sheets with supporting documentary booklet).
- A final presentation to the course participants and examiners detailing the proposed service offering.

The percentage breakdown of the assessment will be as follows:

Service analysis: 40%

Design Project: 40%

Final Presentation: 20%

Note: Project-dependent work may alter in the light of particular project requirements.

10.1 Please describe the Summative Assessment arrangements:

Students on this course will be assessed on their ability to:

- identify and analyse existing service design offerings (both material and immaterial practices);
- map, construct and communicate the stakeholder journey offered by a proposed service design project outcome;
- demonstrate a critical understanding of service design with reference to a specific service design proposal and its relation to stakeholder expectation and user-experience.

11. Formative Assessment:

N/A

11.1 Please describe the Formative Assessment arrangements:

N/A

12. Collaborative:

Yes

No

12.1 Teaching Institutions:

N/A

13. Requirements of Entry:

None

14. Co-requisites:

None

15. Associated Programmes:

MDes Design Innovation

16. When Taught:

Stage 2

17. Timetable:

26 January 2012 – 3 May 2012

Initial 2 hour weekly sessions

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 | 3 | 3 |
| Studio | | |
| Seminar/Presentation | 3 | 3 |
| Tutorial | 3 | 3 |
| Workshop | | |
| Laboratory work | | |
| Project work | | 116 |
| Professional Practice | | |
| E-Learning / Distance Learning | | |
| Placement | | |
| Examination | 6 | |
| Essay | | 15 |
| Private Study | Not Applicable | |
| Field work/site visits | | 10 |
| TOTAL | 15 | 150 |

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| 22. Description of “Other” Teaching and Learning Methods: |
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| N/A |
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| 23. Additional Relevant Information |
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| This course responds to the increased complexity of contemporary product design and the interactions and experiences it affords. It does so by offering an introduction to the emerging discipline of ‘Service Design’ and the tools and techniques necessary to map the interplay of interactive systems, products and services. This is achieved by a focus upon user-experience and the innovation and delivery of non-tangible outcomes to a variety of stakeholders. |
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| 24. Indicative Bibliography: |
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| N/A |
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