



COURSE OUTLINE

SCHOOL OF DESIGN

INTRO TO DIGITAL EXPERIENCE DESIGN

BACHELOR OF DIGITAL EXPERIENCE DESIGN

Professor's Name: Dr. Dave Colangelo

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Office: Room 326, WFD

Out of Class Assistance: By Appointment Only

Course Number: BDES1003

Course Section CRN: 10364

Room Number: Room 323, WFD

Academic Year: 2019-20

Term: Fall 2019

Day and Time: Monday, 12-3pm

FOR OFFICE USE ONLY

ORIGINATOR:

SIGNATURE

August 28, 2019
DATE

CHAIR:

SIGNATURE

August 28, 2019
DATE

DATE OF REVISION: August 2019

Other Specific Course Information

PROFESSOR BIO:

Dave Colangelo is an artist, educator, and researcher based in Toronto, Canada. He is a founding member of [Public Visualization Studio](#). His writing, research, and practice uses media architecture (urban screens, LED façades, and public projection) as a means to support critical and creative engagements with the city, public art, and information. More info at: <http://davecolangelo.com>.

COURSE DESCRIPTION:

This course examines historical precedents of digital culture and the cultural sectors and experiences impacted by the digital turn. It does so by introducing students to a range of design theories and approaches that have inspired various solutions to real-life problems. Emphasis is placed on the application of digital technologies to human experiences such as

shopping, personal and business communication, entertainment, medicine, manufacturing, sports, education, and transportation through various case studies. Theoretical texts about aspects of digital experience design such as user-centered design, systems and service design, interaction design, user experience, and social factors will give students an analytic framework for the application of these concepts later in the program.

COURSE OUTCOMES (KSA – Knowledge, Skills, Attitudes) :

Upon successful completion of this course students will have demonstrated the ability to:

1. Classify a range of design theories that have inspired creative design solutions to aid in the selection of appropriate theoretical frameworks for design proposals (K)
2. Examine real-life problems and historical studies to understand potential design implications and opportunities (K)
3. Analyze key concepts (such as user-centered design, systems and service design, interaction design, and social factors) for their usefulness in design rationales (K, S)
4. Express complex opinions and arguments about digital experience design in written and oral communications (S, A)

REQUIRED MATERIALS:

All materials will be uploaded as PDFs or web links to Blackboard. Please check Blackboard and the Learning Schedule below for details.

RESOURCE LIST:

1. Preece, Rogers, and Sharp. 2015. *Interaction Design: Beyond Human-Computer Interaction*. West Sussex, UK: Wiley.
2. Buley, Leah. 2013. *The User Experience Team of One: A Research and Design Survival Guide*. New York: Rosenfeld.
3. Danzico, Elizabeth. 2006. "Designing for Interaction: An Interview with Dan Saffer". *AIGA*. <https://www.aiga.org/designing-for-interaction-an-interview-with-dan-saffer>
4. Sommer, Bröcker, Matín-Loeches, Schact, and Stürmer. 2015. "Understanding and Designing the Meal Experience and its Psychological Consequences." In *Experience Design: Concepts and Case Studies*, ed. Peter Benz. London: Bloomsbury.
5. Shelly, Katie. 2016. "Mindsets, Tools and Terminology of Experience Design". *Medium*. <https://medium.com/digital-experience-design/mindsets-tools-and-terminology-of-experience-design-7c25befd439e>
6. Hassenzahl, Marc. n.d. "User Experience and Experience Design". *The Encyclopedia of Human-Computer Interaction, 2nd Ed.*. <https://www.interaction-design.org/literature/book/the-encyclopedia-of-human-computer-interaction-2nd-ed/user-experience-and-experience-design>
7. Polaine, Lovlie, and Reason. 2013. *Service Design: From Insight to Implementation*. New York: Rosenfeld.
8. Ruiz, Lauren. 2014. "Service Design 101". *Interactions – ACM.org*. <http://interactions.acm.org/blog/view/service-design-101>
9. Stappers, Pieter, and Elise Giaccardi. n.d. "Research Through Design." *The Encyclopedia of Human-Computer Interaction, 2nd Ed.* <https://www.interaction-design.org/literature/book/the-encyclopedia-of-human-computer-interaction-2nd-ed/research-through-design>
10. Carroll, John M. n.d. "Human Computer Interaction – brief intro". *The Encyclopedia of Human-Computer Interaction, 2nd Ed.* <https://www.interaction-design.org/literature/book/the-encyclopedia-of-human-computer-interaction-2nd-ed/human-computer-interaction-brief-intro>
11. Qualls, Dano. 2017. "Basics of Human Factors Engineering for UX Designers". *Medium*. <https://medium.com/@DanoQualls/basics-of-human-factors-engineering-for-ux-designers-bedb0c29ef1c>

12. IDEO. 2015. *The Field Guide to Human-Centered Design*. Canada: DesignKit.
 13. Norman, Donald. 2013. *The Design of Everyday Things*. New York: Basic Books.

EVALUATION CRITERIA (assignments, projects, tests, quizzes, exams, etc.):

Evaluation Tool & Description	Date/Week:	% of Final Grade:	Instructions/Rubric to be Provided? (Yes/No)	Links to Course Outcomes
Digital Notebook	Week 6 and Week 14	20%	Yes	1-4
Medium Article + Presentation	As Assigned	20%	Yes	2-4
Field Trip Assignment - TBD	Week 8	10%	Yes	1, 2, 4
Design Assignment #1	Week 10	20%	Yes	1-4
Design Research Report	Week 11	10%	Yes	2, 4
Design Assignment #2	Week 15	20%	Yes	1-4

Digital Notebook – Week 6 and Week 13 – 20%

Students will be required to keep a digital notebook (essentially, a .docx file) where they will record and refine notes from each week’s lectures and readings. Specific prompts will be given in class for reflection each week. The professor will periodically check notebooks in class (not for grades) and officially collect them for grading on week 6 and week 14 and check for completeness and provide feedback on effective notetaking. A guide to effective notetaking will be presented in class at the beginning of the term.

Medium Article + Presentation – As Assigned – 20%

At the beginning of each class with assigned readings, one (or more) student(s) will be responsible for presenting an example of a product, service, and/or experience that connects to the course readings for that week. The student will post a summary of their findings in an article on Medium (<https://medium.com/>) before the class.

Field Trip Assignment – Week 8 – 10%

Students will attend a Digital Experience Design related event (TBD) and will be asked to answer a number of questions in a short report due one week later during week 8. The report will be due as a podcast which will be created in self-selected groups of two.

Design Assignment #1 – Week 9 – 20%

This assignment will ask you to answer a number of definition and short answer questions, as well as illustrating and expanding on your answers using design tools and techniques discussed in the program. You will each be tasked with grading another classmates assignment based on a detailed rubric the week that the assignment is due.

Design Research Report – Week 12 – 10%

Students will be asked to read one of a number of research papers related to digital experience design and discuss its relevance in design research. Reports will be due in week 12.

Design Assignment #2 – Week 15 – 20%

This assignment will ask you to answer a number of definition and short answer questions, as well as illustrating and expanding on your answers using design tools and techniques discussed in the program. You will each be tasked with grading another classmates assignment based on a detailed rubric the week that the assignment is due.

TESTING AND ASSIGNMENT POLICY:

Late assignments are subject to a 10% penalty on your project grade, which can heavily affect your course grade depending on the percentage of your final grade the project is worth.

Projects submitted more than five days late may not be accepted. If you need an extension on a project deadline, speak with me as early as possible to discuss your options.

Learning Schedule / Topical Outline (subject to change with notification)

Week / Day	Topic / Task	Content / Activities	Resources	Assessment
1 Sept 2nd	NO CLASS - LABOUR DAY			
2 Sept 9th	Introduction	Ice Breakers Discuss Syllabus In-Class Survey Group Activity and Peer Review	Your presence, curiosity, and enthusiasm!	None
3 Sept 16th	Interaction Design Part 1	Medium Article Demo + Tutorial Sign up for Medium Article + Presentation Lecture Case Studies	Preece, Ch. 1, Section 1.0-1.33	None
4 Sept 23rd	Interaction Design Part 2	Medium Article + Presentation Lecture Group Activity	Preece, Ch. 1, Section 1.4 onwards	Medium Article + Presentation (as assigned)
5 Sept 30th	Designing for Interaction: User Experience Design Part 1	Medium Article + Presentation Lecture Group Activity	Buley, Ch. 1 Danzico	Medium Article + Presentation (as assigned)
6 Oct 7th	Designing for Interaction: User Experience Design Part 2	Medium Article + Presentation Digital Notebook Due Lecture Group Activity Field Trip and Assignment Rubric Discussion – Podcast Demo	Shelly Hassenzahl	Medium Article + Presentation (as assigned) Digital Notebook
7 Oct 14th	THANKSGIVING – NO CLASS Field Trip and Assignment	Field Trip: Design Exchange	Field Trip Rubric	None Field Trip Assignment Due During Intercession
8 Oct 21st	INTERSESSION: Note: Students who have a concern with their academic standing in this course should consult their instructor. For information on withdrawing from this course without academic penalty, please refer to the following for important academic dates: http://www.georgebrown.ca/registernow/important-dates.aspx			

Week / Day	Topic / Task	Content / Activities	Resources	Assessment
9 Oct 28th	Service Design	Medium Article + Presentation Lecture Group Activity Assignment #1 Rubric Discussion	Polaine, Ch.2 Ruiz	Medium Article + Presentation (as assigned)
10 Nov 4th	Design Assignment #1 – In-Class Evaluation	Design Assignment #1 Due Mid-Term Feedback Peer Evaluation for Assignment #1	None	Design Assignment #1
11 Nov 11 th	Design Research	Medium Article + Presentation Lecture Writing a Design Research Report Group Activity	Stappers	Medium Article + Presentation (as assigned)
12 Nov 18 th	Human Computer Interaction	Design Research Report Medium Article + Presentation Lecture Group Activity	Carroll	Design Research Report Due Medium Article + Presentation (as assigned)
13 Nov 25th	Human Factors – (OR GUEST LECTURE – ANA RITA)	Medium Article + Presentation Lecture Group Activity Design Assignment #2 Discussion	Qualls	Medium Article + Presentation (as assigned)
14 Dec 2nd	Human Centered Design	Medium Article + Presentation Digital Notebook Due Lecture Group Activity	IDEO (excerpt) Norman (excerpt)	Medium Article + Presentation (as assigned) Digital Notebook
15 Dec 9th	Design Assignment #2	Design Assignment #2 Due Design Assignment #2 Peer Evaluation Final Course Feedback	None	Design Assignment #2
Please note: this schedule may change as resources and circumstances require.				
For information on withdrawing from this course without academic penalty, please refer to the College Academic Calendar: http://www.georgebrown.ca/Admin/Registr/PSCal.aspx				

GRADING SYSTEM

The passing grade for this course is: D

A+	90-100	4.0	B+	77-79	3.3	C	67-69	2.3	D	57-59	1.3	Below 50	F	0.0
A	86-89	4.0	B	73-76	3.0	C+	63-66	2.0	D+	50-56	1.0			
A-	80-85	3.7	B-	70-72	2.7	C-	60-62	1.7						

Excerpt from the College Policy on Academic Dishonesty:

The *minimal* consequence for submitting a plagiarized, purchased, contracted, or in any manner inappropriately negotiated or falsified assignment, test, essay, project, or any evaluated material will be a grade of zero on that material.

To view George Brown College policies please go to: www.georgebrown.ca/policies

Resources and Support for Students

The College is committed to the success of its students. To this end, a number of academic and administrative departments and services have been developed to support them. It's important for you to know what some of these services are in case you have to offer students advice for remediation or information on where to receive appropriate counselling.

- **Library Learning Commons (LLC):** Situated at St. James (at 200 King East, the main floor and basement), the LLC provides open access computer services, Microsoft Office and course-related software, and printing/copying services; and provides research materials in a variety of formats.
- **The Tutoring and Learning Centre (TLC):** Is located in Room 430A and is available to all post-secondary students at the College. TLC delivers assistance to students for English and math and is staffed by peer tutors and fulltime professors.
- **The Peer Tutoring Program:** Is for students who're having difficulty in a subject. There is no charge to the student receiving the tutoring. Peer Tutors are found in the Orange Box at 230 Richmond and in Room 518 at 341 King.
- **Counseling & Disability Services:** Students with physical, emotional and/or learning disabilities can obtain support to help them with their studies through the Disability Services Department. Counsellors are available to help students with personal, career, or school-related problems. Contact 416-415-5000 ext. 2107 or letstalk@georgebrown.ca