



## COURSE SECTION INFORMATION

### SCHOOL OF DESIGN

#### Human Centred Design Lab 1

#### BACHELOR OF DIGITAL EXPERIENCE DESIGN

**Professor's Name: Dr. Dave Colangelo**

**Email:**  
**david.colangelo@georgebrown.ca**

**Phone: 416-415-5000 x3755 (email preferred)**

**Office: Room 326, WFD**

**Out of Class Assistance: By Appointment Only**

**Course Number: BDES2301**

**Course Section CRN: 10368**

**Room Number: Room 208, WFD**

**Academic Year: 2018-19**

**Term: Fall 2019**

**Day and Time: Tuesday, 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](http://publicvisualizationstudio.com). 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, design, and information. More info at: <http://davecolangelo.com>.

#### COURSE DESCRIPTION:

This course allows students to learn and practice the human centred design process and related methods to develop low fidelity (and understand the difference and purpose of low vs high fidelity) prototypes within the digital interactive domain. Students develop a detailed understanding of the design life cycle from conceptual design to detailed design and employ human centred design and co-design processes to assess the viability and effectiveness of

digital products and services. They will use case studies to practice a range of testing and research techniques to improve the design of their prototypes and provide design recommendations and resolutions.

**COURSE OUTCOMES:**

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

1. Explain the value of prototyping and the range of prototyping including high fidelity and low fidelity prototypes. (K, S, A)
2. Review the design process and critically review the design criteria and ethical considerations and prototyping requirements to derive conceptual design. (K, S)
3. Construct relationships between physical, graphic and interface design elements through a human centred approach. (S)
4. Conduct a usability test in-line with human centred design principles. (S)
5. Synthesize the human centred design principles to meet the requirements of the design brief. (K, S)

**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
Check Points	2-5, 10-14	20	Yes	1, 3, 4
HCD Journal	7	20	Yes	1-2
Research and Insights Package + Presentation	9	30	Yes	2-5
Project Package + Presentation	15	30	Yes	3, 5

**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](http://www.georgebrown.ca/policies)

**Check Points (#1-9) – Weeks 2-5 and 10-14 – 20%**

Each week in which we learn a new method or tool for Human Centred Design you will be asked to engage in an in-class activity that will allow you to practice that new skill. Your participation in each week’s activities constitutes 2% of your grade, with a bonus 2% available if you complete them all. Should you not be able to attend class, please let the instructor know in advance and alternative means for completing the check point will be determined.

**HCD Journal – Week 7 – 20%**

You will be required to keep a journal (a .docx file) with notes from assigned readings and in-class exercises, as well as reflections on in-class questions posed by the instructor. Journals will be collected during Week 7.

### **Design Brief + Presentation – Week 9 – 30%**

In groups, you will be tasked with demonstrating your understanding of each HCD research method and insight tool presented in the first half of the course by constructing a Design Brief based on your findings. A detailed rubric with instructions will be provided. You will present your findings in Week 9.

### **Project Package + Presentation – Week 15 – 30%**

In groups, you will be asked to build on your research and insights generated in the first half of the class to proceed through the design process (based on the design brief you develop in the first half of the course) focusing on HCD prototyping techniques. A detailed rubric with instructions will be provided. You will present your findings in a presentation in Week 15.

### **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.

### **REQUIRED MATERIALS/RESOURCES:**

*A notebook, lined or unlined, whatever your preference is.  
A pen/pencil/etc... something to write with.  
Bring these with you to class every day.*

*I will bring post-its, etc...*

Adobe Xd will be useful during prototyping phase, but not 100% necessary

**All materials are available online. Some will be excerpted and posted on Blackboard as necessary. Please check weekly materials on Blackboard for more details.**

1. IDEO. 2015. *The Field Guide to Human-Centered Design*. DesignKit. <http://www.designkit.org/resources/1>
2. Plattner, H. 2010. "An Introduction to Design Thinking: Process Guide." Institute of Design at Stanford. <https://dschool-old.stanford.edu/sandbox/groups/designresources/wiki/36873/attachments/74b3d/ModeGuideBOOTCAMP2010L.pdf>
3. Dam, R. & Teo Siang. 2018. "5 Stages in the Design Thinking Process." Interaction Design Foundation. <https://www.interaction-design.org/literature/article/5-stages-in-the-design-thinking-process>
4. UX Booth. 2018. "Complete Beginner's Guide to UX Research" <https://www.uxbooth.com/articles/complete-beginners-guide-to-design-research/>
5. Usability.gov. 2019. "System Usability Scale (SUS)". <https://www.usability.gov/how-to-and-tools/methods/system-usability-scale.html>

6. Armstrong, I. 2018. "UX is Process: Designing From a Creative Brief". <https://uxplanet.org/ux-is-process-designing-from-a-creative-brief-62f8588cb6f2>
7. Dalrymple, B. 2017. "Diary Studies". <https://medium.com/user-research/user-research-weekly-9-diary-studies-e53d9312b485>
8. Grocki, M. 2014. "How to Create a Customer Journey Map". <https://medium.com/@uxmastery/how-to-create-a-customer-journey-map-42e6ac7d8757>
9. Susnjara, N. 2018. "7-Step Guide to Build a Customer Journey Map in 1 Week". <https://medium.com/omneechannel/7-steps-guide-to-building-a-customer-journey-map-d2c3b00cffff>
10. Brignull, H. 2016. "How to Run an Empathy & User Journey Mapping Workshop". <https://medium.com/@harrybr/how-to-run-an-empathy-user-journey-mapping-workshop-813f3737067>
11. Clinehens, J. 2019. "How to Create a Customer Journey Map". <https://medium.com/swlh/how-to-create-a-customer-journey-map-ffbd580284d7>
12. Goodman, E., Kuniavsky, M., & Moed, A. 2012. *Observing the user experience : a practitioner's guide to user research*. Elsevier Science. **E-book Available from GBC Library**. Retrieved from <https://search.ebscohost.com/gbcprx01.georgebrown.ca/login.aspx?direct=true&db=cat01044a&AN=gbc.447304&site=eds-live&scope=site>
13. Mogben. 2016. "Low-Fi Prototyping: What, Why and How?". <https://www.mobgen.com/low-fi-prototyping/>
14. Usability.gov. 2019. "Prototyping". <https://www.usability.gov/how-to-and-tools/methods/prototyping.html>
15. Babich, N. 2017. "Prototyping 101: The Difference between Low-Fidelity and High-Fidelity Prototypes and When to Use Each". <https://theblog.adobe.com/prototyping-difference-low-fidelity-high-fidelity-prototypes-use/>
16. IDEO. 2015. *The Field Guide to Human-Centered Design*. DesignKit. <http://www.designkit.org/resources/1>
17. Ontario Digital Government. 2019. "Usability Testing". <https://www.ontario.ca/page/usability-testing>
18. Devos, J. "Design Problem Statements – What They Are and How to Frame Them". <https://www.toptal.com/designers/product-design/design-problem-statement>

### **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](mailto:letstalk@georgebrown.ca)

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

<b>Week</b>	<b>Topic / Task</b>	<b>Content / Activities</b>	<b>Resources</b>	<b>Assessment</b>
1 Sept 3 <sup>rd</sup>	Intro to HCD Lab	Review Syllabus  Recap Design Thinking Process  Framing the Problem	1, 2, 3, 18	None
2 Sept 10 <sup>th</sup>	Research Methods Week 1: User Diaries	Group Formation  Lecture Group Activities In-Class Assignment	7, 12	Check Point #1
3 Sept 17 <sup>th</sup>	Research Methods Week 2: Usability Tests	Lecture Group Activities In-Class Assignment	4, 5, 12, 17	Check Point #2
4 Sept 24 <sup>th</sup>	Insights Week 1: Personas	Lecture Group Activities In-Class Assignment	12	Check Point #3
5 Oct 1 <sup>st</sup>	Insights Week 2: Journey Maps	Lecture Group Activities In-Class Assignment	8, 9, 10, 11, 12	Check Point #4
6 Oct 8 <sup>th</sup>	Group Work Week NO CLASS	Independent Working Period		None
7 Oct 15 <sup>th</sup>	HCD Research and Insight Journal Submission + Feedback	Meet with professor to discuss work to date  Discuss Design Brief  Mid-Term Feedback	6	HCD Journals

Week	Topic / Task	Content / Activities	Resources	Assessment
8	<p><b>INTERSESSION:</b> Note: Students who have a concern with their academic standing in this course should consult their instructor.</p> <p>For information on withdrawing from this course without academic penalty, please refer to the following for important academic dates:  <a href="http://www.georgebrown.ca/registernow/important-dates.aspx">http://www.georgebrown.ca/registernow/important-dates.aspx</a></p>			
9 Oct 29 <sup>th</sup>	Presentation of Design Brief	Presentation + Critiques	TBD based on Guest Lecture	Design Brief + Presentation
	Guest Lecture	Guest Lecture TBD		
10 Nov 5 <sup>th</sup>	Project Week 1: Empathize and Define	Lecture Group Activities In-Class Assignment	1, 2, 3	Check Point #5
11 Nov 12 <sup>th</sup>	Project Week 2: Ideate	Lecture Group Activities In-Class Assignment	1, 2, 3	Check Point #6
12 Nov 19 <sup>th</sup>	Project Week 3: Lo-Fi Prototype 1 – Co-Creation	Lecture Group Activities In-Class Assignment	1, 2, 3, 13, 14, 15, 16 Adobe Xd	Check Point #7
13 Nov 26 <sup>th</sup>	Project Week 4: Lo-Fi Prototype 2 – Refining Ideas	Lecture Group Activities In-Class Assignment	1, 2, 3, 13, 14, 15 Adobe Xd	Check Point #8
14 Dec 3 <sup>rd</sup>	Project Week 5: Testing	Lecture Group Activities In-Class Assignment	1, 2, 3	Check Point #9
15 Dec 10 <sup>th</sup>	Presentations + Feedback	Presentation + Critiques  End-Term Feedback		Project Package + Presentation
<p><b>Please note: this schedule may change as resources and circumstances require.</b></p> <p>For information on withdrawing from this course without academic penalty, please refer to the College Academic Calendar: <a href="http://www.georgebrown.ca/Admin/Registr/PSCal.aspx">http://www.georgebrown.ca/Admin/Registr/PSCal.aspx</a></p>				