



COURSE SECTION INFORMATION

SCHOOL OF DESIGN

Real World Project Lab

BACHELOR OF DIGITAL EXPERIENCE DESIGN

Professor's Name: Dr. Dave Colangelo

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

Office: Room 326, WFD

Out of Class Assistance: By Appointment Only

Course Number: BDES2401

Course Section CRN: 45389

Room Number: Room 317, WFD

Academic Year: 2019-20

Term: Winter 2020

Day and Time: Tuesday, 12-3pm

FOR OFFICE USE ONLY

ORIGINATOR:

SIGNATURE

January 2, 2020

DATE

CHAIR:

SIGNATURE

December 9, 2019

DATE

DATE OF REVISION: January 2020

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 builds on the Human Centred Design Lab and presents students with real world design briefs from actual clients. Students become familiar with contextual differences between various sectors of relevance to digital experience design. Students will engage in human-centred design research and processes to address a specific design brief. These

practical experiences will equip students with the knowledge to be able to determine environmental, physical and technological challenges facing digital experience interfaces within various domains.

COURSE OUTCOMES (Knowledge, Skills, Attitudes):

1. Conduct research to identify design opportunities and provide human-centred solutions across sectors (K, S)
2. Use human-centred design principles to develop and test digital products, systems, and services to enhance the aesthetic and functional experience (K, S)
3. Determine environmental, physical and technological challenges facing digital interfaces and their impact on business (S, A)
4. Synthesize the contextual understanding of selected sectors to identify the design rationale that is most feasible and effective (K, S)
5. Collaborate with and lead interdisciplinary design teams and stakeholders in the process of designing a product or service (K, S, A)

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	4-6 and 10-12	20% (3 each, +1 bonus for completing each of front and back three)	Yes	1, 2, 3, 4, 5
Project Scope Meeting Preparation	2	10%	Yes	1, 5
Mid-Point Meeting Preparation	7	10%	Yes	1, 2, 3, 4, 5
Peer Review and Reflection 1	9	5%	Yes	5
Mid-Point Meeting Package and Presentation	9	20%	Yes	1, 2, 3, 4, 5
Final Meeting Preparation	13	10%	Yes	1, 2, 3, 4, 5
Final Meeting Package and Presentation	14	20%	Yes	1, 2, 3, 4, 5
Peer Review and Reflection 2	15	5%	Yes	5

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:**To be purchased at bookstore:**

1. Tomitsch, M., and Wrigley, C. 2018. *Design. Think. Make. Break. Repeat.: A Handbook of Methods*. Laurence King Publishing.

Available on GBC Library as e-resource (can also purchase if desired):

2. Goodman, E., Kuniavsky, M., & Moed, A. 2012. *Observing the user experience : a practitioner's guide to user research*. Elsevier Science. Retrieved from <https://search.ebscohost.com.gbcprx01.georgebrown.ca/login.aspx?direct=true&db=cat01044a&AN=gbc.447304&site=eds-live&scope=site>
3. Unger R, Chandler C. *A Project Guide to UX Design: For User Experience Designers in the Field or in the Making*, Second Edition. [Electronic Resource]. New Riders; 2012. <https://login.gbcprx01.georgebrown.ca/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=cat01044a&AN=gbc.777269&site=eds-live&scope=site>

Link to course page on Riipen:

4. UX/UI Research and Design: <https://app.riipen.com/courses/2584/details>

Please familiarize yourself with the platform and sign up for an account using your GBC email. We will be using this platform to communicate with our client.

Please also refer to your materials from our Human Centred Design Lab course last term as a resource.

Learning Schedule / Topical Outline (subject to change with notification)
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Week	Topic / Task	Content / Activities	Resources	Assessment
1	Intro to Real World Project Lab	Review Syllabus Recap Human Centred Design Lab Tools and Methods Get familiar with Riipen platform	1, 2, 3	None
2	Project Scope Meeting Preparation	Group Formation	1, 2, 3	Project Scope Meeting Preparation
3	Project Scope Meeting	Project Scope Meeting with Client Lecture: Project Management for UX/UI	1, 2, 3	None
4	Working Session 1	In-Class Working Session	1, 2, 3	Check Point 1
5	Working Session 2	In-Class Working Session	1, 2, 3	Check Point 2
6	Working Session 3	In-Class Working Session	1, 2, 3	Check Point 3
7	Mid-Point Meeting Preparation	1-on-1 Meetings with Professor	1, 2, 3	Mid-Point Meeting Preparation

Week	Topic / Task	Content / Activities	Resources	Assessment
		Mid-Term Course Feedback		
8	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			
9	Mid-Point Meeting	Mid-Point Meeting with Client Peer Review and Reflection 1	1, 2, 3	Mid-Point Meeting Package and Presentation Peer Review and Reflection 1
10	Working Session 4	In-Class Working Session	1, 2, 3	Check Point 4
11	Working Session 5	In-Class Working Session	1, 2, 3	Check Point 5
12	Working Session 6	In-Class Working Session	1, 2, 3	Check Point 6
13	Final Meeting Preparation	1-on-1 Meetings with Professor	1, 2, 3	Final Meeting Preparation
14	Final Meeting	Final Meeting with Client	1, 2, 3	Final Meeting Package and Presentation
15	Reflection and Review	Peer Review and Reflection End-of-Term Course Feedback		Peer Review and Reflection 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