北京理工大学学术学分课程

BIT Academic Credit Courses Program

DESN330 – COMMUNICATION DESIGN STUDIO THROUGH WORKING THE PROCESS

Syllabus

Jun. 28 – Jul. 16, 2021

Term Duration:Jun. 28 – Jul. 16, 2021
Credit Points: 8
Level: Undergraduate
Home Institution: Beijing Institute of Technology
Lecture Hour: 9:00-11:00 (Lecture) 12:00-18:00 (Practical)

Instructor Information

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Course Description

This course is designed to equip students with skills, concepts and approaches essential to the process of experience design and communication. A focus is placed on practical learning integrated with innovative design thinking. During the course students select study topics of their own choosing and apply their learning outcome to these topics. Topics may include organizational development projects, design of business products, services or systems, or any topic involving experience design and innovation. Students will work in a group where peer review and commentary is encouraged as a valuable learning tool. Students are required to identify appropriate research resources, created ideas that can solve the selected users' needs, design products and services, refine and validate designs through iterative processes with prototypes cycle.

Course Aims

Upon successful completion of this course, students should be able to:

1. gain a practical understanding of the innovative design thinking approach;
2. interrogate and apply communication and audience theories, concepts and techniques in practical projects;
3. develop iterative and critical thinking ability and respond appropriately to communication and experience design problems;
4. experience design products or services that matches the selected users' need;
5. give constructive feedback and make valuable connections with your peers;
6. gather feedback and utilize prototyping to refine your product or service.

Language of Instruction

English

Required Textbook

Course materials will be provided by the instructor.

Course Hours

This course requires 96 hours of contact, including 24 hours of lectures and 72 hours of practical. The course is from Monday to Friday.

Prerequisite Course

This course is only applicable for Bachelor of Design, or students who have relevant knowledge or educational background of Design.

Course Schedule

Week	Day	Lecture and Practical		Assignment/ Notes
Week 1	Day 1	Introduction		
	Day 2	The Art of Ideating	Ideation; Generating and Developing innovation Ideas	
	Day 3	Testing Ideas	Sketching; Role Play; Mini-demonstration; Questionnaires	
	Day 4	Target Users	Database Research; Target User Selection and information-management	Research Project
	Day 5	Design Tools/ Innovation of Technology	Rhino; Photoshop; Xmind Illustrator; Indesign.	
Week 2	Day 6	Wireframing/Ideation	Templates and Examples; Wireframing Tools	Provide Feedback on the Work Your Peers' Assignments.
	Day 7	Wireframing/Ideation	Create Wireframes and Share with Your Team	Concept Design Project
	Day 8	Business-design	Definition; Reasons for Prototyping; Reasons for Changing the Behavior, Life Style, Habits or History.	
	Day 9	Business-design	Low-Fidelity Prototyping; High-Fidelity Prototyping	
	Day 10	Industrial Visit		
Week 3	Day 11	Experience-design	People; Objects; Location; Interactions	Provide Feedback on the Work Your Peers' Assignments.
	Day 12	Experience-design	Problem-Design-Solution-value	
	Day 13	Iterating Your Design	Instances of Iterative Design Iterative Design Process Preparation for Your Business Story	Final Project
	Day 14	Fine Tuning on Design and Presentation		
	Day 15	Final Project Presentation		

Note: Due to the epidemic situation, industrial visit listed in above schedule is subject to change.

Grading Policy

Method	Percentage
Participation	10%
Feedback Assignment	10%
Project Assignment	30%
Final Project	50%
Total	100%

Academic Honesty

Academic honesty is not only a fundamental part of learning and teaching, but also a core value that this course embraces. Behaviors of academic dishonesty, as outlined hereinafter, are unacceptable and will be penalized:

a) Plagiarism where students present work for assessment, publication or otherwise that is not their own, without appropriate attribution or reference to the original source. Plagiarism can include:
    i) paraphrasing or copying published and unpublished work without a reference;
    ii) adopting the ideas or concepts of others, including the structure of an existing analysis without due acknowledgement by way of reference to the original work or source.
b) Collusion, where students present work as independent work when it has in fact been produced in whole or in part with others unless prior permission for joint or collaborative work has been given by the Course Coordinator. Collusion can include:
    i) a student inappropriately assisting with or accepting assistance with the production of an assessment task;
    ii) submitting work which is the same or substantially similar as another student's work for the same assessment task.
c) Cheating, where a student acts in such a way as to seek to gain unfair advantage or assist another student to do so. Cheating can include:
    i) submitting falsified, copied or improperly obtained data relating to results of practicum, field trips or other work as if they were genuine; submitting an assessment task with the intention of deceiving or misleading the instructor about the student’s contribution to the work;
    ii) submitting an assessment task written or answered for the student by another person or which the student has copied from another person;

iii) submitting the same or a substantially similar piece of work for assessment in two different courses (except in accordance with approved study and assessment schemes);
iv) a student falsely indicating that they have been present at an activity where attendance is required;
v) completing an assessment task outside the conditions specified for that task.

d) Cheating in Examinations means engaging in dishonest practice or breaching the rules regarding examinations, which can include:
   i) communicating in any way during an examination with any person who is not an examination supervisor inside or outside the examination venue;
   ii) giving or accepting assistance from any person who is not an examination supervisor whilst in the examination venue;
   iii) reading, copying from or otherwise using another student's work in an examination or knowingly allowing a student to do so;
   iv) possessing, referring to or having access to any material or device containing information directly or indirectly related to the subject matter under examination, other than that explicitly approved by the Course Coordinator;
   v) acquiring, or attempting to acquire, possess or distribute examination materials or information without approval;
   vi) permitting another person to attend an examination on a student's behalf or attending an examination on behalf of another student;

e) Other dishonest acts including but not limited to:
   i) altering or falsifying any document or record for the purposes of gaining academic advantage;
   ii) offering or giving money or any item or service to a University staff member or any other person to gain academic advantage for the student or another person;
   iii) inventing references.