University of Waterloo
Master of Digital Experience Innovation
DEI 613
Digital Media Design Solutions 1: Design Principles and Practice
Term 1, 2014
Tuesday 4-7 pm, Lab 2129

Instructor and T.A. Information

Instructor: Jane Tingley
Office: Stratford Campus RM 2116, ECH RM 1111
Office Phone: 23021
Office Hours: Tuesdays 2 – 4pm
Email: jtingley@uwaterloo.ca

T.A.	T.A. 1 Name	T.A. 2 Name	T.A. 3 Name	T.A. 4 Name
Email	T.A. 1 Email	T.A. 2 Email	T.A. 3 Email	T.A. 4 Email
Office	T.A. 1 Office	T.A. 2 Office	T.A. 3 Office	T.A. 4 Office
Office Hours	T.A. 1 Hours	T.A. 2 Hours	T.A. 3 Hours	T.A. 4 Hour

Course Description

This class is a studio/seminar that will combine both thinking and making as a way to imagine, materialize, and critically engage with ideas – central to this is the practical application of ideas through iteration, exploration, and experimentation. As a starting point for our designs we will use 'design fiction', which is "an approach to design that speculates about new ideas through prototyping and storytelling". We will use design fiction as a tool to help us not only theorizing about future and possible worlds, but to allow ourselves to unapologetically design for them. The goal here will be to be unconstrained by 'what is', and to embrace the 'what if'. Students will use and develop their design skills in order to imagine and critically engage with possible and future worlds, and to creatively address imagined and existing problems with innovative and possibly strange solutions. Students will work in groups as well as individually to imagine and materialize objects, while asking the important questions about the values, ethics, and meaning behind their designed objects.

Learning Outcomes

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

A. Think critically about how and why objects are designed as they are and to explore the physiological, social, and political contexts of designed objects
B. To use creativity as a way to explore ideas and to probe boundaries of what is deemed acceptable or right.
C. To thoroughly explore a concept and bring it to its logical and creative conclusion.
D. To have fun and break rules.

Required Text

- There is no textbook for this class. All readings will be available on LEARN.

Readings Available on LEARN

- Dourish and Bell. "'Resistance is Futile': Reading Science Fiction Alongside Ubiquitous Computing"
- Bleeker, Julian. "Design Fiction". Chapters 1 - 6
- Tanenbaum, Josh and Karen, Wakkary, Ron. "Steampunk as Design Fiction"
- Brown, Tim. " Change By Design". Chapters 3 and 4.
- Bleeker, Julian. "Design Fiction: From Props to Prototypes"
- Antonelli, Paola. "States of Design 04: Critical Design"
- Dunne, A, Raby, F. "Speculative Everything" Chapters 1 – 3.
- Norman, Donald. "Emotional Design" – Chapters 1 – 3.
- Schwartzman, Madeline. "See Yourself Sensing: Redefining Human Perception" Chapter 3.

Course Requirements and Assessment

This is a mix between a seminar and studio course, which means that your time will be split between readings and discussion, and design projects.

Assessment	Date of Evaluation	Weighting
Blog	On-going	5%
Class participation	On-going	10%
Presentation	For sign up	15%
Design Challenge 1	October 14th	30%
Design Challenge 2	November 25th	40%
Total		100%

Note on the Readings: All of the selected readings are designed to help explain the course direction and to enrich you as designers and thinkers. Therefore you MUST read the assigned readings in order to participate in class discussions. Your input is weighted quite heavily and so I encourage you to take the time to read the readings and allow yourself time to digest them.

Blog

Your blog is an on-going journal of this class. Occasionally I will ask you to post specific things, but in general I would like to see your process and research. I will at times link your blogs to the main Stratford blog, so get creative! This is a chance to show others what inspires you. You will also post your presentation onto the blog as well as all assignments.

Class Participation

There are a number of factor that make up class participation – willingness to discuss ideas, reading the assigned texts, participating in the mini-critiques, and ATTENDANCE (this means arriving on time) - a failure to attend class is a failure to participate in class. I consider class participation to be one of the most imporatant part of this class and ask that everyone come to class with an open mind and a willingness to share ideas. In order to do this we must develop a classroom culture that is safe - anyone turning the classroom into a hostile environment will not receive class participation marks.

Presentatiosn

Details TBA - In groups of 2, students will give a 10 minute presentation followed by a 5 – 10 minute directed discussion. The week before your presentation you will give your classmates a series of questions that they will consider before your presentation and will be used as a starting point for the discussion.

The Design Projects: I place a lot of value on our interaction, as well as interaction between peers during the design process. I will meet often with you individually and we will also have spontaneous mini-critiques in small groups. We will do this as a way of supporting each others design explorations and as a way to provide constructive feedback. The design projects in this class are intended to promote creative thinking, design thinking, and criticality.

> **Design Challenge 1**
> Details TBA - This will be a group assignment that will have individual expectations. You must imagine as a group, brainstorm as a group, and critique eachother, but your final designs will be your own.

> **Design Challenge 2**
> Details TBA - This will be a group assignment that will have individual expectations. You will be expected to behave as a team and work as a unit, however each of the team members will have individual deliverables.

Course Outline

Readings are available on LEARN.

Week	Date	Topic	Readings Due
1	September 9th, 2014	- Prof introduction - Class Introductions - Forms & evaluations - Syllabus – class intro – assignments – readings in LEARN - expectations - Slide show: Design Fiction i Assigned: - Based on your understanding of design fiction find a design fiction and post it to your blog.	1) Dourish and Bell. 'Resistance is Futile' 2) Bleeker, Julian. 'Design Fiction' Chapters 1 and 2.
2	September 16th, 2014	- Reading Discussion – 1 and 2 - Slide show: Design Fiction ii - Introduce class presentation (choose groups) - Introduction to first assignment (make 6 groups of 5) - Group meeting: Choose a movie	3) Bleeker, Julian. 'Design Fiction' Chapters 3 and 4. 4) Tanenbaum, Josh and Karen, Wakkary, Ron. "Steampunk as Design Fiction"

Week	Date	Topic	Readings Due
		Receive Design Fiction Resources Assigned: 1- Watch chosen movie individually 2- Based on your understanding of design fiction find adesign fiction and post it on your blog.	
3	September 23rd, 2014	- Student presentations begin – 2 students (1 hr) - Reading Discussion – 3 & 4 - Discussion about 1st assignment - Group meetings: Sacrificial concept – discussion Assigned Watch movie as a group and discuss:	5) Bleeker, Julian. 'Design Fiction' Chapters 5 and 6. 6) Bleeker, Julian. "Design Fiction: From Props to Prototypes"
4	September 30th, 2014	- Student presentations – 2 students (30 min) - Reading Discussion – 5 & 6 - work period: Observe to understand and brainstorm. Choose a design challenge Assigned First iteration	7) Brown, Tim. " Change By Design". Chapters 3 and 4.
5	October 7th, 2014	- Student presentations – 2 students (30 min) - Reading Discussion - 7 - work period: present first iteration to your group - mini discussions - mini critiques Assigned Second and third iteration	Week 5 readings
6	October 14th, 2014	- Class presentations - critique	8) Antonelli, Paola. "States of Design 04: Critical Design" 9) Dunne, A, Raby, F. "Speculative Everything" Chapters 1 – 2.
7	October 21st, 2014	- Finish class presentations - Reading Discussion – 8 and 9 - Introduction to Design Challenge #2	

Week	Date	Topic	Readings Due
		(Create 6 groups of 5) - Introductory slide show: Speculative Design - Student presentations cont'd - 3 students (30 min)	
8	October 28th, 2014	**Prof will be in Dubai** - Group Work - - - Choose a concept to design for - Discussion around final design challenge	10) Dunne, A, Raby, F. "Speculative Everything" Chapter 3. 11) Norman, Donald. "Emotional Design" – Chapter 1 - 3
9	November 4th, 2014	- Student presentations – 2 students (30 min) - Reading Discussion – 10 and 11 - Group meetings with professor - work class	12) Schwartzman, Madeline. "See Yourself Sensing: Redefining Human Perception" – Chapter 3.
10	November 11th, 2014	- Student presentations – 2 students (30 min) - mini-critiques - Reading Discussion – 12 - work class	Week 10 readings
11	Week 11 – November 18th, 2014	- Student presentations – 2 students (30 min) - mini-critiques - Reading Discussion - work class	Week 11 readings
12	November 25th, 2014	Final Presentation in the Engage Lab	Week 12 readings

Late Work

Assignments are due by the date given in the schedule at the time of day specified. Extensions to assignment deadlines will be granted only in cases of illness or emergency. Extensions are granted based on the discretion of the instructor. Students should contact the instructor as soon as possible to make their requests and provide credible documentation (such as a doctor's note or a Verification of Illness Form). Assignments submitted late without approved extensions will be subject to late penalties of 10% per week up to a maximum of 50%. After that time a grade of 0% will be assigned for the late work. Late penalties are not recoverable.

Information on Plagiarism
- All work submitted for evaluation must be your own. If the submitted work is determined not to be your own, the Academic Discipline Procedure of Policy 71 will be invoked.

- If you use any visual or aural material, such as images from the internet, magazines, books, websites of other artists, or from any source that can be cited, you must acknowledge/cite those references. Failure to do so will be deemed a violation of academic integrity and possibly an infringement of copyright and the Academic Discipline Procedure of Policy 71 will be invoked.
- If you are using visual or aural material that you have not made yourself, you must make an appointment with your instructor/s to discuss the ramifications of using 'found' or 'appropriated' material.
- Any original images used as the basis for any work you create – whether manipulated digitally or manually, or otherwise incorporated or appropriated for your work – must be properly cited, and must accompany your final work at the time of submission or evaluation.

A note on copyright free and Creative Commons:

Resources are available in the public domain that are identified as copyright free or that fall under licenses from Creative Commons. Public domain is a term used for works that are not protected by copyright law. If an image is in the public domain then you are allowed to use it—to copy it, to manipulate it and to distribute it. Works identified as Creative Commons allow varying degrees of use. In this case, the authors decide how you can use their images.

Helpful Links:

1.   CARFAC (Canadian Artists Representation / Le front des artists canadiens) (CARFAC website)
2.   Wikimedia Commons and Flickr have databases of digital files that are available for use. You need to check the conditions of use as they vary: (Wikimedia Commons website; Flickr Commons link)
3.   The Copyright Act in Canada was recently amended to reflect the current digital landscape. To find out more about the "Copyright Modernization Act", check out: (Canadian Copyright Act link)
4. The following is a conversation that occurred on the US-based site, Copyright Advisory Network. It answers some of the basics related to US Copyright, images and fair use: (http://librarycopyright.net/forum/view/1456)
5. The following document defines works in the public domain for United States as of January 1, 2013: (http://copyright.cornell.edu/resources/docs/copyrightterm.pdf)

Electronic Device Policy
TBA

Attendance Policy
Attendance is a must. An unexplained absense will result in a lower participation mark

Academic Integrity
In order to maintain a culture of academic integrity, members of the University of Waterloo community are expected to promote honesty, trust, fairness, respect and responsibility. See the UWaterloo Academic Integrity Webpage (https://uwaterloo.ca/academic-integrity/) and the Arts Academic Integrity Office Webpage (http://arts.uwaterloo.ca/current-undergraduates/academic-responsibility) for more information.

Discipline

A student is expected to know what constitutes academic integrity to avoid committing academic offenses and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offense, or who needs help in learning how to avoid offenses (e.g., plagiarism, cheating) or about "rules" for group work/collaboration should seek guidance from the course professor, academic advisor, or the undergraduate associate dean. For information on categories of offenses and types of penalties, students should refer to Policy 71, Student Discipline (http://www.adm.uwaterloo.ca/infosec/Policies/policy71.htm). For typical penalties check Guidelines for the Assessment of Penalties (http://www.adm.uwaterloo.ca/infosec/guidelines/penaltyguidelines.htm).

Grievance

A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read Policy 70, Student Petitions and Grievances, Section 4 (https://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-70). When in doubt please be certain to contact the department's administrative assistant who will provide further assistance.

Appeals

A decision made or penalty imposed under Policy 70, Student Petitions and Grievances (other than a petition) or Policy 71, Student Discipline may be appealed if there is a ground. A student who believes he/she has a ground for an appeal should refer to Policy 72, Student Appeals (http://www.adm.uwaterloo.ca/infosec/Policies/policy72.htm).

Note for Students with Disabilities

The Office for Persons with Disabilities (OPD), located in Needles Hall, Room 1132, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodations to lessen the impact of your disability, please register with the OPD at the beginning of each academic term.