

University of Waterloo
Stratford Campus
DEI 613
Digital Media Design Solutions 1: Design Principles and Practice
Term 1, 2018
Wednesday 4-7 pm, Lab 3129

Instructor Information

Instructor: Jane Tingley
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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 then move on to Critical and Speculative Design in order to critically engage with possible and future worlds, as well as to creatively address problems with innovative and possibly strange solutions. Students will work in groups as well as individually to imagine and materialize designs, while asking the important questions about the values, ethics, and meaning behind their designs.

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, ethical 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 use Design Thinking as working methodology.
- E. To have fun and break rules.

Required Text

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

Readings Available on LEARN or Course Reserves

- Bleeker, Julian. "Design Fiction". Chapters 1 – 6.
- Norman, Donald. "Emotional Design". Chapter 1.
- Brown, Tim. "Change By Design". Chapters 2 - 4.
- Moggridge, Bill. "Designing Interactions". Chapter 10.
- Verbeek, Peter-Paul. "Moralizing Technology. Understanding and Designing the Morality of Things" – Chapter 1 – Mediating Morality and Chapter 5 – Morality in Design
- Antonelli, Paola. "States of Design 04: Critical Design"
- Malpass, Matt. 2013. "Between Wit and Reason: Defining Associative, Speculative, and Critical Design in Practice". Design and Culture, Vol. 5, Issue 3, pp 333 – 356
- Dunne, A, Raby, F. "Speculative Everything" 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
Participation	On-going	10%
Presentation	For sign up	20%
Design Challenge 1	October 17 th , 2018	30%
Design Challenge 2	November 28 th , 2018	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. I also ask that you respond to the readings on your blogs.

Participation

I consider class participation to be one of the most important parts of this class and ask that everyone come to class with an open mind and a willingness to share ideas. You may not like what you see – but at least engage with it. In order to have a classroom culture that is open and exploratory we need to trust that we will be heard and that we can make mistakes. Mistakes and stupid ideas are the pathways to interesting and worthwhile intellectual destinations.

To quantify the participation mark there will be a number of in-class exercises (including workshops and reading discussions) that students will be expected to meaningfully participate in. Each activity will receive two marks. Students who do not come to class cannot participate and therefore forfeit the mark.

Presentation

Details TBA - Individually, students will give a 10 minute presentation followed by a 5 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 and individual assignment. You must imagine as a group, brainstorm as a group, and critique each other. Your final designs will be your own and presented individually.

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	Due for today's class
1	Sept. 12 th , 2018	<p>Introductions: Syllabus.</p> <p>Presentation: Design Fiction I</p> <p>Assignments:</p> <p>1) Reading: Bleeker, Julian. "Design Fiction". Chapters 1 – 6.</p> <p>2) Watch: Design Fiction Video</p> <p>3) Watch: Minority Report</p>	
2	Sept. 19 th , 2018	<p>Reading Discussion: Bleeker text and video</p> <p>Presentation: 1) Design Fiction II</p> <p>Assignment:</p> <p>1) Presentation</p> <p>2) Design Challenge #1</p> <p>Workshop: Sacrificial Concept exercise</p> <p>Group Work: Receive movie selection and plan workflow.</p> <p>Assignments:</p> <p>1) Watch: chosen movie <u>individually</u></p>	<p>Due:</p> <p>1) Reading: Bleeker, Julian. "Design Fiction". Chapters 1 – 6</p> <p>2) Watch: Design Fiction Video</p> <p>3) Watch: Minority Report</p>

Week	Date	Topic	Due for today's class
		<p>2) Group meeting: Watch movie and begin ideation. Complete sacrificial concept.</p> <p>3) Reading: <u>Change By Design</u> – Chapters 1 - 4 AND <u>Emotional Design</u> – Chapter 1 AND <u>Designing Interactions</u>. Chapter 10.</p>	
3	Sept. 26 th , 2018	<p>Discussion: Design Challenge #1</p> <p>Discussion: Toolkits</p> <p>Reading Discussion: Reading: <u>Change By Design</u> – Chapters 1 - 4 AND <u>Emotional Design</u> – Chapter 1 AND <u>Designing Interactions</u>. Chapter 10.</p> <p>Group Work: Design Challenge #1 – meet with prof.</p> <p>Assignments:</p> <p>1) Group Work: Ideation.</p> <p>2) Reading: <u>Moralizing Technology</u> – Chapter 1 – Mediating Morality and Chapter 5 – Morality in Design</p>	<p>Due:</p> <p>1) Watch: chosen movie individually</p> <p>2) Group meeting: Watch movie and begin ideation. Complete sacrificial concept.</p> <p>3) Reading: <u>Change By Design</u> – Chapters 1 - 4 AND <u>Emotional Design</u> – Chapter 1 AND <u>Designing Interactions</u>. Chapter 10.</p>
4	Oct. 3 rd , 2018	<p>Student presentations: 2 students</p> <p>Reading Discussion: <u>Moralizing Technology</u> – Chapter 1 – Mediating Morality and Chapter 5 – Morality in Design</p> <p>Workshop: Stakeholders Analysis</p> <p>Design Challenge #1: Continue Working</p> <p>Assignments:</p> <p>1) Design Challenge #1: Iterate and test. Validate ideas.</p>	<p>Due:</p> <p>1) Group Work: Ideation.</p> <p>2) Reading: <u>Moralizing Technology</u> – Chapter 1 – Mediating Morality and Chapter 5 – Morality in Design</p>
5	Oct. 10 th , 2018	<p>Study Break - Assignment:</p> <p>Reading: Moggridge, Bill. “Designing Interactions”. Chapter 10.</p>	
5	Oct. 12 th , 2018	<p>Student presentations: 2 students</p> <p>Group Work: Present first iteration and results of your user testing to your group</p> <ul style="list-style-type: none"> - mini discussions - mini critiques <p>Workshop: Intro to Littlebits (20 minutes)</p>	<p>Due:</p> <p>1) Design Challenge #1: Iterate and test. Validate ideas.</p> <p><u>By now you should have iterated at least 2 times.</u></p>

Week	Date	Topic	Due for today's class
		<p>Individual Work: Companion Document</p> <p>Assignments: Design Challenge #1: 1) Finalize Second and third iteration. 2) Begin Preparing Companion Document</p>	
6	Oct. 17 th , 2018	<p><u>Design Challenge #1: Presentation and Companion Document</u></p> <p>Presentation: Speculative Design Introduce: Design Challenge #2</p> <p>Assignments: 1) Reading: Antonelli, Paola. "States of Design 04: Critical Design" 2) Reading: Malpass, Matt. Between Wit and Reason.</p>	<p><u>Due: Design Challenge #1: Presentation and Companion Document</u></p>
7	Oct. 24 th , 2018	<p>Student presentations: 2 students</p> <p>Reading Discussion: <u>Antonelli, Paola.</u> "States of Design 04: Critical Design" AND <u>Malpass, Matt.</u> Between Wit and Reason. Discussion: Design Challenge #2 Workshop: World Building Group Work: Choose a concept to design for.</p> <p>Assignments: 1) Reading: Dunne, A, Raby, F. "Speculative Everything" Chapters 1 - 3.</p>	<p><u>Due:</u> 1) Reading: Antonelli, Paola. "States of Design 04: Critical Design" 2) Reading: Malpass, Matt. Between Wit and Reason.</p>
8	Oct. 31 st , 2018	<p>Student presentations: 2 students</p> <p>Reading Discussion: Dunne and Raby Dunne, A, Raby, F. "Speculative Everything" Chapters 1 - 3. Group Work: Discussion with prof about final design challenge.</p> <p>Assignments: Readings: Schwartzman, Madeline. "See Yourself Sensing: Redefining Human Perception" – Chapter 3.</p>	<p><u>Due:</u> 1) Reading: Dunne, A, Raby, F. "Speculative Everything" Chapters 1 - 3.</p>

Week	Date	Topic	Due for today's class
9	Nov. 7 th , 2018	Student presentations: 2 students Reading Discussion: Schwartzman, Madeline. "See Yourself Sensing: Redefining Human Perception" – Chapter 3. Assignments: 1) Design Challenge #2	Due: 1) Readings: Schwartzman, Madeline. "See Yourself Sensing: Redefining Human Perception" – Chapter 3.
10	Nov. 14 th , 2018	Student presentations: 2 students Group Meetings with Prof Group Work Assignments: 1) Design Challenge #2	
11	Nov. 21 st , 2018	Student presentations: 2 students Group Meetings with Prof Group Work Assignments: 1) Design Challenge #2	
12	Nov. 28 th , 2018	Final Presentation	Due: Design Challenge #2 – Final Presentation.

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 5% 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.

Important Dates:

Event	Date
Lectures begin:	Thursday, September 6
Last day to add a class:	Wednesday, September 19
Last day to drop, no penalty:	Wednesday, September 26
Final exam schedule published:	Friday, September 28 (approximate)
<i>UW holiday (Thanksgiving):</i>	<i>Monday, October 8</i>
<i>Study Days</i>	<i>October 9-10</i>
Make-up day (for Oct 9)	Thursday, October 11 (Tuesday schedule will be followed)
Make-up day (for Oct 10)	Friday, October 12 (Wednesday schedule will be followed)
Last day to drop, receive a WD:	Monday, November 19
Make-up day (for Oct 8)	Monday, December 3 (Monday schedule will be followed)
Lectures end:	Monday, December 3
Last day to drop, receive a WF:	Wednesday, December 5
Exams begin:	Thursday, December 6
Exams end:	Friday, December 21
Grades due, if no final exam:	Friday, December 21
Grades due, if final exam:	7 days after final exam
Grades due, Online courses:	Wednesday, January 2, 2019

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 artistes 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

See Code of Professional Conduct

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 \(https://uwaterloo.ca/academic-integrity/\)](https://uwaterloo.ca/academic-integrity/) and the [Arts Academic Integrity Office Webpage \(http://arts.uwaterloo.ca/current-undergraduates/academic-responsibility\)](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 \(http://www.adm.uwaterloo.ca/infosec/Policies/policy71.htm\)](http://www.adm.uwaterloo.ca/infosec/Policies/policy71.htm). For typical penalties check [Guidelines for the Assessment of Penalties \(http://www.adm.uwaterloo.ca/infosec/guidelines/penaltyguidelines.htm\)](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 \(https://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-70\)](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 \(http://www.adm.uwaterloo.ca/infosec/Policies/policy72.htm\)](http://www.adm.uwaterloo.ca/infosec/Policies/policy72.htm).

Accommodation for Students with Disabilities

Note for students with disabilities: The [AccessAbility Services](#) office, located on the first floor of the Needles Hall extension (1401), 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 AS office at the beginning of each academic term.

Mental Health Support

All of us need a support system. The faculty and staff in Arts encourage students to seek out mental health supports if they are needed.

On Campus

- Counselling Services: counselling.services@uwaterloo.ca / 519-888-4567 ext 32655
- [MATES](#): one-to-one peer support program offered by Federation of Students (FEDS) and Counselling Services
- Health Services Emergency service: located across the creek from Student Life Centre

Off campus, 24/7

- [Good2Talk](#): Free confidential help line for post-secondary students. Phone: 1-866-925-5454
- Grand River Hospital: Emergency care for mental health crisis. Phone: 519-749-433 ext. 6880
- [Here 24/7](#): Mental Health and Crisis Service Team. Phone: 1-844-437-3247
- [OK2BME](#): set of support services for lesbian, gay, bisexual, transgender or questioning teens in Waterloo. Phone: 519-884-0000 extension 213

Full details can be found online at the Faculty of ARTS [website](#)

Download [UWaterloo and regional mental health resources \(PDF\)](#)

Download the [WatSafe app](#) to your phone to quickly access mental health support information

Territorial Acknowledgement

We acknowledge that we are living and working on the traditional territory of the Attawandaron (also known as Neutral), Anishinaabe and Haudenosaunee peoples. The University of Waterloo is situated on the Haldimand Tract, the land promised to the Six Nations that includes 10 kilometres on each side of the Grand River.