

Course Syllabus

GBDA 413: Special Topics in Design and Society
University of Waterloo
Stratford School of Interaction Design & Business
Winter 2022

Instructor Information

Name: Ayman Alzayat
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TA: Yueting Zhou (y774zhou@uwaterloo.ca)
Synchronous, online meets: Tuesdays from 5:00 – 6:30 pm.

Course Information

Through lectures, discussions, exercises, and creative challenges, students will learn the social impact of design. This course will enable designers to recognize design aspects that empower social change and innovation. In addition, students will work through this course to research and design solutions to social problems that they have identified. Some of the topics that students can work on include but are not limited to:

- refugees' integration through social and physical activities
- recycling and reducing waste
- inclusive design
- promoting ethical consumer choices
- raise mental health awareness

Course Approach and Introduction

Welcome to GBDA 413: Special Topics in Design and Society! My name is Ayman Alzayat, and I will be your instructor for this online course.

Together, we will explore fascinating and exciting topics related to the impact of design on society, including methods for tackling social needs and issues, social innovation that seeks to

impact transformational change, improve underserved, underrepresented, and disadvantaged local and international communities through effective design, and addressing problems that are too complex to be solved by traditional methods. You will work in teams collaboratively to employ a human-centered design process to discover and develop innovative solutions for social problems such as homelessness, hunger, poverty, and violence. I hope that this course will provide you with exciting and stimulating ideas for your future endeavors. I am looking forward to spending the term working together, learning from each other, and supporting one another's success.

GBDA 413 is an asynchronous online course with a synchronous component, which means that we will meet once a week (Tuesday 5 to 6:30 pm) for a live lecture and discussion. This course will be delivered in two components: a lecture and a discussion component. On lecture days, I will present some topics and discuss the materials. We will focus mainly on your discussion and participation on the discussion days. For discussion days, you will have to do some reading and prepare an assignment document reflecting your understanding that will help stimulate our discussion.

You can access all of the course material on Learn. You are welcome to start exploring the syllabus, which you will find in Learn in the left-hand section.

As you get started, I am available to answer any questions you may have by email or virtual meeting. I hope that you are looking forward to this course as much as I am.

Learning Outcomes

By the end of this course, students should be able to:

- Understand different concepts of social design
- Demonstrate an understanding of various social design concepts
- Apply social design methods to articulate social needs and
- Understand social design interventions methods

- Understand a scientific and moral design practice
- Apply the SID framework in designing for social value

Required and Recommended Readings:

Required readings will be posted on LEARN each week. A list of recommended books can be found as well. Students are encouraged to read these books if they wish to develop further their understanding of the topics covered in this course. Please note that this reading list is just a recommendation, and students are not obligated to purchase any of these books.

Recommended readings:

Tromp, N., & Hekkert, P. (2018). Designing for society: Products and services for a better world. Bloomsbury Visual Arts.

Student Evaluation

Assessment	Weightage
Reading Reflection Assignment	8% each (32%)
Paper Proposal	10%
Short pitch talk	8%
Participation	10%
Final Paper	40%
Total	100

Reading Reflection Assignments

Reflection is an essential part of making connections between theory and practice. In this course, we will discuss several topics that will encourage you to reflect upon ideas and how designers can positively change social life. In this biweekly assignment, you need to connect the topic discussed in class and the reading provided to describe how design can impact sociality. You can assess a theory or approach based on your observations and practice and evaluate your own knowledge and skills within your professional field. My hope in these assignments that abstract

concepts will become concrete and real to you when you consider your own experiences. And Reflections on your experience will help you decide between choices to improve the design.

Paper Proposal

In the paper proposal, you will start working on the general idea of the final paper. For this assessment, you will present a two-page proposal about a general plan on how your design can address a social issue.

Short pitch talk

You will provide a 2-minute short talk about your idea for the proposal pitch.

Participation

Participation will be evaluated in lecture meetings.

Final Paper (a team of 2)

The final paper will concentrate your design skills on a specific idea or issue you have identified from a course reading. Then, you will work with another team member on developing and flesh out a concept design for a persuasive technology to address a social issue that you care about.

Weekly Schedule

Week	Date	Topic	Reading
Week 1	Jan 11, 2022	Introduction to the course structure and assessments	
Week 2	Jan 18, 2022	Lecture 1 - Social design practice	(Chapter 1) Readying reflection for A1
Week 3	Jan 25, 2022	Reading Reflection Assignment-1	
Week 4	Feb 1, 2022	Lecture 2 - A Scientific and Moral Design Practice	(Chapter 2) Readying reflection for A2

Week 5	Feb 8, 2022	Reading Reflection Assignment-2	
Week 6	Feb 15, 2022	Lecture 3 - A framework for social design interventions	(Chapter 3)
Reading week	Feb 19 to 27, 2022	No Class	
Week 7	Mar 1, 2022	Paper Proposal + pitch	
Week 8	Mar 8, 2022	Lecture 4 - The influence of an artefact	(Chapter 4) Reading reflection for A3
Week 9	Mar 15, 2022	Reading Reflection Assignment-3	
Week 10	Mar 22, 2022	Lecture 5 - Social implication of design (SID framework)	(Chapter 6) Reading reflection for A4
Week 11	Mar 29, 2022	Reading Reflection Assignment-4	
Week 12	Apr 5, 2022	Lecture 6 Mapping the Social Context and experimental design	(Chapter 7 and 8)

Spring 2021 Assessment Schedule

Assessment	Due date (11:59 pm)
Reading Reflection Assignment-1	Jan 24, 2022
Reading Reflection Assignment-2	Feb 7, 2022
Paper Proposal + pitch	Feb 28, 2022
Reading Reflection Assignment-3	Mar 14, 2022
Reading Reflection Assignment-4	Mar 28, 2022
Final Paper	Apr 20, 2022

Work Submission Policy Late Work

Assignments submitted late without approved extensions by the instructor will be subject to late penalties. 5% will be deducted for projects that are handed in within 12 hours after the deadline and an additional 5% per day thereafter (including weekends). After two weeks, a grade of 0% will be assigned.

Student Responsibilities and Rights

Universities recognize that an effective education is one that repeatedly challenges the student while providing an opportunity for the student to learn to meet those challenges. We as instructors, strive to provide activities and assignments that discriminate among students according to their varying success in learning to meet and overcome respective challenges. This implies that these are integral components of a successful higher education:

1. The amount of material covered in this course will be considerable, and you will not be expected to be able to write down everything that is spoken by the instructor but instead will have to apply effective and selective note-taking skills.
2. The most effective learning takes place through an active and constructive, rather than a passive, process. You are therefore obligated to do more than simply memorize information passed on by the instructor during a lecture. You must study and apply outside of class in order to fully comprehend the material presented.
3. Grading: If you believe that an error has been made in grading a course requirement, please contact the instructor. Please note that upon appeal, the instructor reserves the right to re-grade any portion of the submitted material. Hence, it is possible that an appeal may result in a lower grade.
4. You are expected to check the course LEARN web page on a regular basis for announcements concerning schedule changes to classes and office hours, additional reference materials, answers to common questions, etc.

5. Students are responsible for ensuring that assignments submitted via the LEARN Dropbox are properly uploaded to and are saved with the extension that is specified by the instructor. Unless otherwise indicated, assignments that are not submitted properly by the due date listed in the course outline will receive a mark of zero. Students may attempt to properly submit assignments after the due date but the instructor reserves the right to consider this as a regular late assignment and reweight the grade as indicated in the course outline.
6. 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. [Check <https://uwaterloo.ca/academic-integrity/> for more information.]
7. Grievance: A student who believes that a decision affecting some aspect of their 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.
8. Discipline: A student is expected to know what constitutes academic integrity [check <https://uwaterloo.ca/academic-integrity/>] to avoid committing an academic offence and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offence, or who needs help in learning how to avoid offences (e.g., plagiarism, cheating) or about "rules" for group work/collaboration should seek guidance from the course instructor, academic advisor, or the undergraduate Associate Dean. For information on categories of offences and types of penalties, students should refer to Policy 71, Student Discipline, <http://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-71>. For typical penalties check Guidelines for the Assessment of Penalties, <http://uwaterloo.ca/secretariat/policies-procedures-guidelines/guidelines/guidelines-assessment-penalties>.

9. 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://uwaterloo.ca/secretariat/policiesprocedures-guidelines/policy-72>.
10. Note for Students with Disabilities: AccessAbility Services, 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 AccessAbility Services at the beginning of each academic term.
11. Turnitin.com: Text matching software (Turnitin®) will be used to screen assignments in this course. This is being done to verify that use of all material and sources in assignments is documented. Students will be given an option if they do not want to have their assignment screened by Turnitin®.