Psychology in Design

Cím

Classroom ☒
Studio or workshop ☐
External venue ☐
Online ☐

M-SZ-301-FS-252601-02,
M-SZ-E-301-FS-252601-02

Codes

Host **MOME Future School**

	Type	ECTS	Contact hours	Homework hour	Course type	Semester	Unit
Basic info	**Theory**	**2**	**30**	**30**		**Fall**	**Future School, IxD**

Recommendation	*The course explores the consequences of human psychology to UX and general design practices. The aim is for <u>designers</u> to understand how the brain works, what biases do humans have from perception to social dynamics. This knowledge could help them to create solutions that does not exploit these biases and remain ethical.*

Short description	*Our brain is a dynamic non-linear system, which we cannot grasp fully. Still, psychology revealed many crucial findings on how we are determined by the limits of our biology and culture. In the course, you'll have an overview of the findings of different psychological disciplines. Understanding these might help you design better and ethical solutions.*

Teachers

Name	Contact	Bio	Opening hours
Dávid Farkas	farkas.david@mome.hu	Research psychologist with a PhD (2018), currently the head of data at MOME (2021-)	Based on prior e-mail/teams consultation

Semester schedule

Course scheduling	Class appointments
Weekly	Wednesday, 16:40-18:00

#	Date	Educational content
1	10th Sep	Introduction and the constraints of our brain
2	17th Sep	Cognitive psychology (1)
3	24th Sep	Cognitive psychology (2)
4	1st Oct	Cognitive psychology (3)
5	8th Oct	Personality and social psychology (1)
6	22nd Oct	Personality and social psychology (2)
7	29th Oct	Personality and social psychology (3)
8	5th Nov	Ethics and glimpse into the macro scale
9	12nd Nov	Vulnerable groups
10	19th Nov	Presentation sessions (for the "Collaborative understanding" assignment)
11	26th Nov	Closing lecture on a topic students choose
12		
13		
14		
15		

Requrements and evaluation

Assignments	Evaluation criteria	Deadline	% in evaluation
Individual understanding: Draw a mind map of everything you learned (not a drawing of the curriculum, but your individual understanding)	1) Tell a story! 2) Presenting the usefulness (not useful – very useful) of topics	30th Nov	50%

	3) Connecting the dots between topics covered in the course and knowledge outside of it		
Collaborative understanding: Redesign an existing design/product in a group of 2-3 and present it.	1) Analysis of the biases the design/product exploit 2) How would you redesign it so its doesn't capitalize on the weaknesses of the human brain (you don't actually have to redesign it – the aim is to check your understanding, not your design skills) 3) keeping the strict time constraints of the presentation	18th Nov	Peer evaluations: 25% Teacher evaluation: 25%
Pass is from 51%, so both assignments have to be completed!			

<table>
<tr><td>Compulsory readings</td><td>There will be some pre-requisite readings/viewings before some of the occasions. These will be disseminated in time.</td></tr>
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<tr><td>Recommended readings</td><td>Meadows, D. H. (2008). Thinking in Systems: A Primer. Chelsea, Vermont: Chelsea Green Publishing [PDF]
Deyoung, C. G. (2013). The neuromodulator of exploration: A unifying theory of the role of dopamine in personality. Frontiers in Human Neuroscience, 7(762). doi: 10.3389/fnhum.2013.00762.</td></tr>
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Learnings

Knowledge	Overview of psychology with emphasis on aspects relevant for design
Skills	Systems and analytical thinking
Attitude	Collaborative skills, self-directed learning, interdisciplinarity
Responsibility	Research ethics, long-term responsibility and the necessity of incorporating other disciplines in their work

Exemption

☒ Exemption from attending and completing the course cannot be granted,
☐ Exemption may be granted from the acquisition of certain competencies and the fulfilment of tasks
☐ Some tasks can be replaced by other activities,
☐ A full exemption can be granted

Curriculum link

Subject	Related courses (paralells)	Merit rate in the subject
Title of the course to be covered	[This course]	
	Another course	
	Third course	

Course prerequisites	Prerequisites in case of elective	Is it available as an elective?
None	None	Yes

TechPark

	Resources	

Requests	Personal (expert consultation)	None
	Tools	None
	Materials	None
	Space	None

Misc. information	• All classes **start on time** and are in person • The full 80 minutes of the class will be used • The main format is frontal lecture and open discussions • Feel free to contact me at anytime! • Information on the course and all course related discussions will be on Teams