Name	**Insight to Impact**	Classroom ☑
		Studio or workshop ☐
		External venue ☐
		Online ☐

Codes	*M-ID-101-INSIGHT-TO-IMPACT*

Host	**Future School**

Basic info	Type	ECTS	Contact hours	Student work	Course type	Semester	Unit
	Term mark	**5**	**98**	**52**	**classwork/seminar**	**2025 Fall**	**M-ID-101**

Recommen-dation	This course explores the human-centered design paradigm from a broad perspective, focusing on the transformation of human-centered research to digital product concepts. It provides hands-on experience in the development of innovative digital products and it's organized around the following modules: problem definition, design research, analysis & synthesis, concept generation & prototyping.
Short Description	

Teachers	Name	Contact information	Short bio	Open hours
	Ákos Csertán	csertan.akos@teach.mome.hu		

Semester schedule	Course scheduling	Weekly class appointments
	on Mondays and Wednesdays	9:10-12:10

#	Date	Weekly educational content
1		Introduction: human-centered design process, problem definition, design hermeneutics and object oriented ontology
2		Understanding users: behavioural research, psychology basics
3		Analyzing and synthesizing research results
4		Generating ideas and developing a concept based on the synthetised problems
5		Prototyping
6		Validating design
7		Design iteration
8		
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15		

Requirements and evaluation	Assignments	Evaluation criteria	Deadline	% in evaluation
	Students need to present the progress of their work in the weekly Critique Sessions	Presence and progress		50%

Presentation of concept or prototype defined by the lecturer (and a PDF export of the prototype/presentation)	Students are required to present their project work in a closing presentation at the end of the semester. The final project's presentation should contain a clear description of the design problem, the project scope, the research process, the key findings and the concept.		50%
Project video Hero Image Square image	– Video (16:9, between 1-2 minutes) that demonstrates your concept. The minimum resolution is Full HD, MP4. The video should be self explanatory using narration and/or subtitles. The video can be recorded digitally or using any device available (e.g. your own phone). It must use the template screens specified on MS Teams, and features the lecturer, and the head of the MA in the credits. – 1x "hero image" that demonstrates your end result. (preferably without additional text) Min. size: 2880x1440 (useful for your diploma portfolio) – 1x "square image", that demonstrates your end result. (preferably without additional text) Size: 1080px by 1080px (for social media)		(mandatory)
Abstract	Abstract of your project (why, what, how) about 240-640 characters, also suitable for the video's description		(mandatory)

Compulsory readings	Peter Paul Verbeek: Beyond Interaction: a short introduction to mediation theory, https://core.ac.uk/download/pdf/31151236.pdf Benjamin H Bratton: Bad Mood - On Design and 'Empathy' https://www.academia.edu/49773170/Bad_Mood_On_Design_and_Empathy_ Rittel, Webber: Dilemmas in a General Theory of Planning, https://www.sympoetic.net/Managing_Complexity/complexity_files/1973%20Rittel%20and%20Webber%20Wicked%20Problems.pdf Maggie Gram: On Design Thinking, https://www.nplusonemag.com/issue-35/reviews/on-design-thinking/ Jon Kolko :The Importance of Synthesis during the design process http://www.jonkolko.com/writingInfoArchDesignStrategy.php Dylan Kerr: What Is Object-Oriented Ontology? A Quick-and-Dirty Guide https://www.artspace.com/magazine/interviews_features/the_big_idea/a-guide-to-object-oriented-ontology-art-53690

Recommended readings	Recommended Literature: Peter Paul Verbeek: What Things Do https://www.amazon.com/What-Things-Philosophical-Reflections-Technology/dp/0271025409 Jon Kolko: The Divisiveness of Design Thinking. http://jonkolko.com/writingDesignThinking.php Libby Marrs: Post-authentic sincerity https://libbymarrs.net/post-authentic-sincerity/ Oli Mould: Against creativity https://www.amazon.com/Against-Creativity-Oli-Mould/dp/1786636492 Graham Harman: Tool-being https://www.amazon.com/Tool-Being-Heidegger-Metaphysics-Graham-Harman/dp/0812694449

Learnings	Knowledge	Students will understand ● contemporary approaches to design ● how to synthesize customer research ● how to implement insights in a design process
	Skills	Students will be able to ● define digital product concepts ● employ various design methods to identify a solution ● perform a usability evaluation of suggested solutions
	Attitude	Students will improve ● analytical, collaborative, design and creative skills ● open mindedness ● problem solving attitudes
	Responsibility	Students will develop competence/confidence in a research based design process

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 substituted with other activities, ☐ A full exemption can be granted

Curriculum connections

Unit	Parallel courses	Course proportion in unit
Interaction Design Basics	Insight to impact	5 ECTs
	Principles of Computational Design	2 ECTs
	Fundamentals of Product Design	2 ECTs
	Discussing Design	2 ECTs
	Design Ethnography	2 ECTs
	Design Anthropology	2 ECTs

Course prerequisites	Is it available as an elective?	Prerequisites in case of elective
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Misc. information	