

Name	Insight to Impact
Codes	M-ID-101-INSIGHT-TO-IMPACT / ER-ID-MA-262701-01
Host	MA School
Location	Classroom/Studio or workshop/ External venue/ Online

Course info			Subject info			
Course Type	Contact hours	Home study hours	Comprehensive Subject	Subject type	Semester	Subject credit value
Term mark	70+7			Classwork/ seminar	26/27/1	5

Recommendation

Short description
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.

Teachers				
Name	Contact information	Teaching hours	Short BIO	Open hours
Ákos Csértán	csertan.akos@teach.mome.hu			

Course scheduling			
Course format		Weekly class appointments	
E.g. group and individual consultations according to a pre-announced schedule		Monday 10:00-12:50, 13:40-15:50	
Details of each session's type and schedule, showing the teacher's role			
Week	Date	Weekly educational content	Studio/workshop
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 synthesised problems	

5		Prototyping	
6		Validating design	
7		Design iteration	
8			
9			
10			
11			
12			
13			
14			
15			

Course completion requirements, prerequisites, and evaluation				
Students' duties				
Requirements, assignments	Form of evaluation	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)		mandatory

		Size: 1080px by 1080px (for social media)		
Abstract		Abstract of your project (why, what, how) about 240-640 characters, also suitable for the video's description		mandatory
General requirements				
e.g. eligibility criteria for the exam, free-form description				

Course materials and literature
Mandatory literature
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
Course notes and presentations
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

Learning outcomes	
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
Autonomy and Responsibility	Students will develop competence/confidence in a research based design process

Exemption

No exemption may be granted from participation in or completion of the course.

Exemption from attending and completing the course cannot be granted

Curricular connections		
Subject	Parallel courses	Course proportion in subject
Subject prerequisites	Special subject prerequisites	Is it available as an elective?
		Yes/No

Guidelines and rules for the use of artificial intelligence in the course

The use of artificial intelligence at the university is subject to the Artificial Intelligence and Plagiarism Policy of the Moholy-Nagy University of Arts.

Materials needed for the course	Who provides the materials?
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Other information, comments

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