

Course description (topics)

Title of the course: Mastering IxD - The Human Aspect				
Tutors of the course , contact details: Csértán Ákos / csertanakos@gmail.com				
Code:	Related curriculum (programme/level): Interaction Design MA	Recommended semester within the curriculum: 2023/2024/1 // 1st	Credit: 5	Number of class hours: 68 Student working hours: 82
Related codes	Type: (seminar/lecture/class work/consultation, etc.)	Can it be an elective course?	In case of elective what are the specific prerequisites:	
Course connections (prerequisites, parallels): The subject is only considered completed, if the following courses are also completed: Nagy_Interaction Design Basics: Principles of Computational Design, 2 credits Fogarasy_Interaction Design Basics: Fundamentals of Product Design, 2 credits Fogarasy_Interaction Design Basics: Discussing Design, 2 credits Leube_Interaction Design Basics: Design Anthropology, 2 credits Leube_Interaction Design Basics: Design Ethnology, 2 credits				
Aim and principles of the course: 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.				
Learning outcomes (professional and general competences to be developed): Knowledge: Students will understand <ul style="list-style-type: none">● contemporary approaches to design● how to synthesize customer research● how to implement insights in a design process Ability: Students will be able to <ul style="list-style-type: none">● define digital product concepts● employ various design methods to identify a solution● perform a usability evaluation of suggested solutions Attitude: Students will improve <ul style="list-style-type: none">● 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				

Topics and themes to be covered in the course:

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

Assessment:

(in case of more teachers are involved and they evaluate separately, separate assessments per teacher needed)

Requirements to be met:

- Students need to present the progress of their work in the weekly Critique Sessions
- 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.

To complete the course you have to deliver the following artefacts:

- Presentation of concept or prototype defined by the lecturer
- PDF export of the prototype/presentation
- A 1 minute video (16:9) that demonstrates your concept. The minimum resolution is Full HD, format is MP4. The video should be self explanatory using narration and subtitles/labels. The video can be recorded digitally or using any device available (e.g. your own phone).
- A printable file format for a poster (.PDF) that describes your project and the design process you've used through. A template will be provided for this purpose.
- 1x "hero image" that demonstrates your end result. (preferably without additional text)
Size: 2880x1440
- 1x "square image", that demonstrates your end result. (preferably without additional text)
Size: 1080px by 1080px

Method of assessment: (what methods are used for assessment {test, oral question, practical demonstration, etc.})

The assessment will be based on the work completed during the semester and the documentation and oral presentation of the work at the final exam. The student receives a grade and an oral assessment, with self-reflection practices during the semester.

Assessment criteria (what is taken into consideration in the assessment):

Individual project (80%)

- Weekly critique sessions: 30%
- Closing presentation: 50%

Soft skills (20%)

- Flexibility
- Presentation

- Communication during work processes
- Self-assessment

How is the mark calculated (how is the result of each assessed requirement reflected in the final mark? {e.g. proportions, points, weights}):

91-100%: excellent

76-90%: good

61-75%: satisfactory

Required 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

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>

OTHER INFORMATION:

Recognition of knowledge acquired elsewhere/previously/validation principle:

- No exemption from attending and completing the course will be granted,
- Exemptions from the acquisition of certain competences and the completion of certain tasks may be granted,
- some tasks may be replaced by other activities,
- full exemption may be granted.

Out-of-class consultation times and location: