

Name **Mastering IxD 1. – The Human Aspect**

Classroom   
 Studio or workshop   
 External venue   
 Online

Codes **Kód helye**

Host **Design Institute**

	Type	ECTS	Contact hours	Student work	Course type	Semester	Unit
Basic info	Term mark	5	98	52	classwork/seminar	2024/2025/1	MA1

Recommendation	<p>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 &amp; synthesis, concept generation &amp; prototyping.</p>
Short Description	

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

	Course scheduling	Weekly class appointments
Semester schedule	on Mondays and Thursdays	13:40-17:20, 13:40-16:30

#	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		
9		
10		
11		
12		
13		
14		
15		

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

<p>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.</p>			
<p>To complete the course you have to deliver the following artefacts:</p> <ul style="list-style-type: none"> <li>– Presentation of concept or prototype defined by the lecturer</li> <li>– PDF export of the prototype/presentation</li> <li>– 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).</li> <li>– 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.</li> <li>– 1x "hero image" that demonstrates your end result. (preferably without additional text) Size: 2880x1440</li> <li>– 1x "square image", that demonstrates your end result. (preferably without additional text) Size: 1080px by 1080px</li> </ul>			

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](https://www.academia.edu/49773170/Bad_Mood_On_Design_and_Empathy)

Rittel, Webber: Dilemmas in a General Theory of Planning, [https://www.symptoic.net/Managing\\_Complexity/complexity\\_files/1973%20Rittel%20and%20Webber%20Wicked%20Problems.pdf](https://www.symptoic.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](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 <ul style="list-style-type: none"> <li>contemporary approaches to design</li> <li>how to synthesize customer research</li> <li>how to implement insights in a design process</li> </ul>
Skills	Students will be able to <ul style="list-style-type: none"> <li>define digital product concepts</li> <li>employ various design methods to identify a solution</li> <li>perform a usability evaluation of suggested solutions</li> </ul>
Attitude	Students will improve <ul style="list-style-type: none"> <li>analytical, collaborative, design and creative skills</li> <li>open mindedness</li> <li>problem solving attitudes</li> </ul>
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	Mastering IxD 1. – The Human Aspect	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
-	-	-

Misc. information