Class Syllabus:

ITPG-GT 2914 001 Product Poetry: Designing Inter-experience

Wed 6:30 p.m. to 9:00 p.m.

Faculty Team, Gary Natsume & Silas Warren

Class Deliverables:

Using methods of direct and indirect communication between object and user, students will deliver a new layer of meaning or value to a specific consumer object of their choice.

Requirement 1,

Select a Common Consumer Product as an object for your assignment

Requirement 2,

Add Enhancing Technology to increase product Value and Meaning through Direct Communication to Consumer

Requirement 3,

Design Mobile Application to deliver Value and Meaning Indirectly to consumer (or consumers) in remote location.

Class 1: September 5

Project Orientation, Research Stage 1
Activities:

- Faculty and Student Introduction
- Class objective and guideline (Time frame and process)
- Deliverables Output format and tools
- Devide class into teams

Assignment –Internal Emotional Investigation

Task:
Each team will be asked to choose a consumable product as their object of interest. They must identify their personal relationship with the chosen product to tell story from their memory, experience and cultural background. It is important to describe a significant emotional value of the product.

Deliverables (by Sep 14th):

- Photo, product example and video to describe the story
- The materials must be organized in Power Point Presentation
- The Power Point Presentation and other supporting material must be uploaded to the Class website before the class.

Class 2: September 12

Activities:

- Student Presentation about their chosen Consumable Product
- Ethnographic User Study Methodology Lecture
- User Study and Feedback Case Study
Research Stage 2

Assignment – Product Audit and Analysis

Task:
Each team will work as a group to investigate the Chosen Product’s background through Secondary Research. The objective is to analyze surrounding conditions of the product and deepen the understanding of its category.

Deliverables (by Sep 19th):

- Product History
- Structure and Assembly
- Brand Comparison
- Technology Trends

(Above topics are examples. The topic of the investigation will differ depends on the chosen product type.)

Class 3: September 19

Research Stage 3

Activities:

- Student Presentation about Product Landscape analysis and projection
- Ethnographic Study Progress report
- User Research Presentation format examples and guideline
Assignment – Product Expert interview and User Observation

Task:
Each team will identify and Interview 4 ~ 5 Product Experts who has a strong and unique relationship with the product the team has chosen. The definition of the “expert” is open for each team’s unique definition. It could be a heavy user of the product, some one has a business with the product type or collector or specialist in its product category. Document the conversation and observe his/her interaction with the product.

Deliverables (by Sep 26th):

- Photo Video and documentation of the interview.
- Summary of the key take away from experts.
- Organized in Power Point format

Class 4: September 26

Research Presentation

Each team will present complied and streamlined presentation from the all three assignments.

- Internal Emotional Investigation
- Product Audit and Analysis
- Product Expert interview and User Observation

Assignment – Story BoardingDraft Scenario
The first step of story making

Scenario Drafting and Thumb Nail Sketches

Class 5: October 3

Activities:

- Student Draft Scenario Presentation
- Quick Movie Building Instruction

Design Exploration 1

Assignment –Filming Preparation

Class 6: October 10

Design Exploration 2

Assignment –Filming Production

Class 7: October 17

Design Exploration 3

Assignment –Filming Refinement

Class 8: October 24

Midterm Presentation (invite guest critiques)

Assignment –Technology Prototyping Step 1
Class 9: October 31

Design Refinement 1

Assignment – Technology Prototyping Step 2

Class 10: November 7

Design Refinement 2

Assignment – Technology Prototyping Step 3

Class 11: November 14

Design Refinement 3

Assignment – Technology Prototyping Step 4

Class 12: November 21

Design Refinement 4

Assignment – Final Presentation Preparation 1

Class 13: November 28

Final Presentation 1

Assignment – Final Presentation Preparation 2

Class 14: December 5

Final Presentation 2
Book List

“Designing for the Digital Age” Kim Goodwin
“Change By Design” Tim Brown
“a fine line” Hartmut Esslinger
“Do you matter” Robert Brunner
“Digital by Design” TROIKA