

**INSTRUCTOR**

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 403-220-8456  
 PF2104 (by appointment)

**INTRODUCTION**

This course is intended to provide insight into industrial and product design, and the attending practices of this design discipline through lectures and studio projects.

**COURSE OBJECTIVES**

- To gain an understanding of industrial design and product design.
- To gain an understanding of the human relationship to technology.
- To gain exposure to industrial design processes and methodologies, such as the design brief.
- To gain exposure to manufacturing materials and technologies.
- To gain exposure to aspects of ergonomics and human factors.
- To gain experience in undertaking an extensive product design exercise.

**TEACHING APPROACH**

The course will use a combination of lectures, guest lectures (as available), assignments, and studio-type exercises to introduce the topic areas listed in the course objectives. Initial lectures will introduce broad topics of industrial design, industrial design itself and the philosophy of technology. Subsequent lectures and sessions will hone in on other attending aspects of industrial design including ergonomics, manufacturing technologies,

**COURSE CONTENT** (note: subject to change, depending upon availability of guest lecturers)

week 1	intro to ID/basic form giving exercise 1
week 2	philosophy of technology/basic form giving exercise 2
week 3	guest lecture: home medical device project intro
week 4	technology mapping
week 5	ergonomics intro
week 6	design brief
week 7 (Feb 17, 19)	block week
week 8	persona
week 9	guest lecture
week 10	manufacturing materials/processes
week 11	design project (in process)
week 12	design project (in process) /ID legal and intellectual property
week 13	design project (in process)
week 14	final design project presentation: April 18, 2014

**CLASS SCHEDULE**

Monday/Wednesday 11am -12:20 in PF2110

**MEANS OF EVALUATION**

The means of evaluating student performance in the course is based exclusively upon the completion of project work (7 projects in total), as broken down below. There will be no final examination for the course.

P1: basic form 1:	5%
P2: basic form 2:	5%
P3: product choice:	5%
P4: mapping:	10%
P4: design brief:	10%
P5: persona:	10%
P6: concepts	20%
P7: final design:	35%

**READINGS**

The following text is required for the course and is available in the U of C Bookstore:

Cuffaro, Daniel F., et. al.                      The Industrial Design Reference & Specification Book, 2013  
Rockport Publishers, ISBN: 978-1-59253-847-8

**GRADING SCALE**

Final grades will be reported as letter grades, with the final grade calculated according to the 4-point range.

<b>Grade</b>	<b>Grade Point Value</b>	<b>4-Point Range</b>	<b>Percent</b>	<b>Description</b>
A+	4.00	4.00	92.5-100	Outstanding - evaluated by instructor
A	4.00	3.85-4.00	85-92.49	Excellent - superior performance showing comprehensive understanding of the subject matter
A-	3.70	3.50-3.84	80-84.99	Very good performance
B+	3.30	3.15-3.49	76-79.99	Good performance
B	3.00	2.85-3.14	73-75.99	Satisfactory performance
B-	2.70	2.50-2.84	70-72.99	Minimum pass for students in the Faculty of Graduate Studies
C+	2.30	2.15-2.49	66-69.99	All final grades below B- are indicative of failure at the graduate level and cannot be counted toward Faculty of Graduate Studies course requirements.
C	2.00	1.85-2.14	63-65.99	
C-	1.70	1.50-1.84	60-62.99	
D+	1.30	1.15-1.49	56-59.99	
D	1.00	0.50-1.14	50-55.99	
F	0.00	0-0.49	0-49.99	

**SPECIAL BUDGETARY REQUIREMENTS**

There will be design projects assigned as part of the course and as such, students will be required to prepare pin-up presentations and construct design models, incurring the costs associated with these activities.

**Notes:**

1. Written work, term assignments and other course related work may only be submitted by e-mail if prior permission to do so has been obtained from the course instructor. Submissions must come from an official University of Calgary (ucalgary) email account.
2. It is the student's responsibility to request academic accommodations. If you are a student with a documented disability who may require academic accommodation and have not registered with the Disability Resource Centre, please contact their office at 220-8237. (<http://www.ucalgary.ca/drc/node/46>) Students who have not registered with the Disability Resource Centre are not eligible for formal academic accommodation. You are also required to discuss your needs with your instructor no later than fourteen (14) days after the start of this course.
3. Plagiarism - Plagiarism involves submitting or presenting work in a course as if it were the student's own work done expressly for that particular course when, in fact, it is not. Most commonly plagiarism exists when:(a) the work submitted or presented was done, in whole or in part, by an individual other than the one submitting or presenting the work (this includes having another impersonate the student or otherwise substituting the work of another for one's own in an examination or test),(b) parts of the work are taken from another source without reference to the original author,(c) the whole work (e.g., an essay) is copied from another source, and/or,(d) a student submits or presents work in one course which has also been submitted in another course(although it may be completely original with that student) without the knowledge of or prior agreement of the instructor involved. While it is recognized that scholarly work often involves reference to the ideas, data and conclusions of other scholars, intellectual honesty requires that such references be explicitly and clearly noted. Plagiarism is an extremely serious academic offence. It is recognized that clause (d) does not prevent a graduate student incorporating work previously done by him or her in a thesis. Any suspicion of plagiarism will be reported to the Dean, and dealt with as per the regulations in the University of Calgary Graduate Calendar.
4. Information regarding the Freedom of Information and Protection of Privacy Act (<http://www.ucalgary.ca/secretariat/privacy>) and how this impacts the receipt and delivery of course material
5. Emergency Evacuation/Assembly Points (<http://www.ucalgary.ca/emergencyplan/assemblypoints>)
6. Safewalk information (<http://www.ucalgary.ca/security/safewalk>)
7. Contact Info for: Student Union (<http://www.su.ucalgary.ca/page/affordability-accessibility/contact>); Graduate Student representative(<http://www.ucalgary.ca/gsa/>) and Student Ombudsman's Office (<http://www.su.ucalgary.ca/page/quality-education/academic-services/student-rights>).