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Title: User Centred Design
Status: Definitive
Code: **6165PDE** (121760)
Version Start Date: 01-08-2021

Owning School/Faculty: Engineering
Teaching School/Faculty: Engineering

Team	Leader
Fang Guo	Y

Academic Level: FHEQ6 **Credit Value:** 20 **Total Delivered Hours:** 44
Total Learning Hours: 200 **Private Study:** 156

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	22
Practical	22

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Artefacts	Artefact	Poster and Model	70	
Portfolio	Process Bk	Gallery and Process Book	30	

Aims

Introduce UCD research methods and to allow students to practise the concepts and language of product semantics.

Learning Outcomes

After completing the module the student should be able to:

- 1 Integrate new knowledge of the role of the user in design
- 2 Synthesize knowledge of product semantics in creating a new product concept.
- 3 Test and evaluate a concept using the appropriate research-based methodology

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Poster and Model	1	
Gallery and Process Book	2	3

Outline Syllabus

The module covers the area of user-centred design that incorporates user centred research skills and product semantics / semiotics knowledge. As part of this process students will create a conceptual solution based on their research findings through the NPD process.

The syllabus will include the following:

- *Introduction to user centred research methods*
- *Concepts, principles & language of product semantics*
- *Frameworks of industrial design philosophy, research methods, standards and data, human issues, cultural context, and design outcomes.*
- *Articulate product interaction problems in innovative ways & experiment with meaning via replicable design methods*
- *The role and use of aesthetics in 2D and 3D objects*
- *Test and evaluate human-product interactions*

Learning Activities

This module will be delivered through an integrated series of lectures, tutorials, practical sessions, guided design activities and case studies. The learning activities are to be student focused and develop the students design knowledge through experiential learning.

Notes

This module is delivered using a variety methods including lectures, seminars, tutorials and practical sessions. The module will be delivered from a engineering and product design perspective.