

**Product Design**  
**Supervisor and Instructor: Prof Denis Gadbois**  
**dgadbois@ucalgary.ca**  
**Winter 2013**

**EVDS 683.35 (1.5-1.5)**  
**Fridays 9:00 to 11:50**  
**Room 2160**

## **Introduction**

Product Design is one of the oldest activities in the world and is becoming one of the most powerful professions in the digital age. There are few corporations that do not rely on expertise from product designers to help establish their identity, initiate a new strategy, develop a new product, or create an expanded market. This course intends to seriously introduce students to this dynamic field. Experiences and abilities of each student will be nurtured and developed by the studio part of the course to mesh with the world of product development as well as work that includes furniture, material research, household accessories, and lighting.

The course will introduce general notions of product design, from brainstorming to designing a brief, from ergonomic notions to production and from history of design to current trends.

## **Objectives**

- 1- To Acquire general knowledge about Product Design
- 2- To understand the various steps involve in designing products
- 3- To create a product design portfolio

## **Teaching Approach**

With a mixture of lecture and studio exercises, the course/studio aims to give practical guidance on the many issues involved in the creation of product, as well as to provide methodology relevant to the field.

## **Content: Topic Areas**

- 1- History of Product Design
- 2- Human Factors
- 3- Methodology
- 4- Design Concepts
- 5- Production

## **Means of Evaluation**

Production of a portfolio

- |                               |      |
|-------------------------------|------|
| 1- Paper                      | 25%  |
| 2- Ergonomic Study            | 25%  |
| 3- Furniture/ Lighting Design | 50%  |
| Total:                        | 100% |

It is a University requirement to address the following aspects of course evaluation in a course outline: whether or not a passing grade on any particular component of a course is essential if the student is to pass the course as a whole; whether or not there will be a final examination and if an examination is held, whether the use of aids such as open book, etc. are permitted; the weights to be assigned to the various components which are to be considered in determining the final grade (term papers, laboratory work, class participation, tests, final examinations, etc.). This weighting may not be changed during the session or at the time of grade reporting; when writing and the grading thereof is a factor in the evaluation of the student's work. (Note: EVDS courses do not have "Registrar Scheduled" final exams.)

## **Notes:**

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.

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.

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.

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

Emergency Evacuation/Assembly Points (<http://www.ucalgary.ca/emergencyplan/assemblypoints>)

Safewalk information (<http://www.ucalgary.ca/security/safewalk>)

Contact Info for: Student Union (<http://www.su.ucalgary.ca/page/affordability-accessibility/su-structure/contact-info>); 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>).

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

Grade	Grade Point Value	4-Point Range	Percent	Description
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	

Notes:

- A student who receives a "C+" or lower in any one course will be required to withdraw regardless of their grade point average (GPA) unless the program recommends otherwise. If the program permits the student to retake a failed course, the second grade will replace the initial grade in the calculation of the GPA, and both grades will appear on the transcript.