

IMD2900A (1.0 credit)
Design Studio I

Instructor: Hossain Samar Qorbani (Sam)

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Phone:

Office Hours: Tuesdays (2:30 p.m. to 4:30 p.m.) (by appointment)

Lecture: Fridays (11:35 p.m. – 1:25 p.m.)

Location:

Tutorial/Lab: Wednesdays (9:05 a.m. – 11:55 a.m. and 1:05 p.m. – 3:55 p.m.)

Location:

TA: Nuket Nowlan nuketnowlan@email.carleton.ca

Victoria Yu victoriayu@email.carleton.ca

Course Description:

Advanced practical studio-based sessions in project management and web development. Topics include: project management styles, team collaboration techniques, prototyping, project and content management, marketing, testing, and product evaluation culminating into a major group web project using client-side and server-side technologies.

Includes: Experiential Learning Activity

Prerequisite: Second year standing in the IMD program

Course Objectives/Learning Outcomes:

Design Studio I is a capstone course for your first two years of the program; You should use the skills you've earned up until this point in the program to create a multimedia product as a team. The focus is on product design + development and the skills needed to complete the project: project management, research and design, team management, etc.

We will cover the following topics in the lectures:

1. Project and Content Management
2. Cost estimate, budgeting (contracts, expenses, running cost, ROI, etc.)
3. Effective Team Management
4. Market Research and Target Audience
5. Design Processes and Quality Control
6. Prototyping (Storyboards, Low-Fidelity, etc)
7. Testing and Product Evaluation
8. Marketing and Continuous Maintenance/Support

Textbook/Equipment/Material:

- ISBN 978-1544701899, Kathy Schwalbe, An Introduction to Project Management, Sixth Edition (published in September 2017).
- Lecture slides and other information are available on CULEARN.
- Additional materials may be assigned on certain topics

Grading Scheme:

Detail		%
*Midterm Exam/Progress Report -Project Proposal, team contract, cost estimate, work breakdown structure (wbs) , Gantt chart. Low fidelity prototype		15
Participation / Attendance		5
Final Project		80
Project Proposal	5	
Weekly Project Updates	5	
Progress Pitch Presentation	10	
Design Document	15	
Alpha Prototype	10	
Final Presentation	10	
Final Project & Report	20	
Peer Evaluation	5	
Total		100

- Each team should also show the use and application of project management and task tracking tools such as Trello or Slack.
- Posting project progress on a social media platform (specifically Instagram) is highly recommended.

Course Policies:

Students must achieve a minimum grade of 50% on the final project and a minimum grade of 40% on the written reports to pass the course.

Participation/attendance will be evaluated based on the weekly participation/activity by the students. Each week teams will **be tasked to make status/progress report or presentation.**

Course Schedule/List of Topics by Week:

Week	Due Date	Topics	Assignment deadline
1	15 Jan.	Course introduction, class survey, Introduction to Project, Program, and Project Management	
2	22 Jan.	Lecture 1-Management styles, Pitch presentation	Final Project topic, team and project selection and proposal document
3	29 Jan.	Lecture 2 – Cost estimate and budget, Team Management	Pitch document
4	5 Feb.	Lecture 3 - Target Audience, Planning Projects	
5	12 Feb.	Progress Pitch Presentation	Progress report 1 – Design document
6	15-19 Feb.	Winter Break	
7	26 Feb.	Midterm Exam	2-Progress report 2 + Low fidelity prototype
8	5 Mar.	Lecture 4 - Market Research	
9	12 Mar.	Team Progress Presentation	
10	19 Mar.	Lecture 5 - Monitoring and Controlling Projects	
11	26 Mar.	Team Progress Presentation	
12	2 Apr.	Lecture 6 - Quality Management and Usability	Progress report 3 – Alpha prototype
13	7 Apr.	Lecture 7-Case study review in project management	
14	9 Apr.	Wrap up/ final presentation guidelines	
15	14 Apr.	*Final Project presentations	
16	27 Apr.		Final project delivery/report

***May split groups to present over two days**

While every attempt will be made to keep to the schedule listed above, circumstances may necessitate modifications throughout the semester.

ACADEMIC ACCOMMODATION

You may need special arrangements to meet your academic obligations during the term. For an accommodation request, the processes are as follows:

Pregnancy obligation:



Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf.

Religious obligation:

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Academic Accommodations for Students with Disabilities:

The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or pmc@carleton.ca for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your *Letter of Accommodation* at the beginning of the term, and no later than two weeks before the first in-class scheduled test or exam requiring accommodation (*if applicable*). **Requests made within two weeks will be reviewed on a case-by-case basis.** After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website (www.carleton.ca/pmc) for the deadline to request accommodations for the formally-scheduled exam (*if applicable*).

Survivors of Sexual Violence:

As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and where survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit carleton.ca/sexual-violence-support.

Accommodation for Student Activities:

Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation must be provided to students who compete or perform at the national or international level. Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit <https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf>

ACADEMIC INTEGRITY

The University Senate defines plagiarism in the regulations on instructional offenses as “to use and pass off as one's own idea or product work of another without expressly giving credit to another.” Borrowing someone else's answers, unauthorized possession of tests or answers to tests, or possession of material designed in answering exam questions, are also subject to university policy regarding instructional offences. Students who post their code online are making themselves a potential party to plagiarism and are subject to the



consequences. For more information on Carleton University's Academic Integrity Policy, consult <https://carleton.ca/secretariat/wp-content/uploads/Academic-Integrity-Policy.pdf>

COURSE COPYRIGHT

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For a complete listing of academic and financial dates and deadlines for the 2020/2021 academic year, please visit <https://carleton.ca/registrar/registration/dates-and-deadlines/>.