

Danish School of Media and Journalism
Visual Communication – course: Interactive Design
Course Description
Autumn 2017

3. semester

Course: Research and Concept Development

ECTS: 5

Aim

Students will know, understand, and apply methods and principles associated with desktop and ethnographic research. Students will collect data relevant to the specified subject, and develop a concept based on the gathered material. The student will gain an overview of various research methods, including design anthropology. They will be able to undertake the practice gathering of knowledge as well as analysis of the collected materials. Furthermore, students must practice translating empiric data into arguments for the development of a digital concept. Based on their own research, students will develop a creative concept for a digital communication product. Finally, students will be able to verify the concept through testing, evaluating and refining prototypes.

Module's central subjects are:

- Research theory and techniques
- Data analysis
- Concept development
- Prototyping

Students will:

- Become familiar with theory regarding research
- Work with users and target groups
- Develop concepts based on research
- Develop, test, and refine prototypes

Course goals:

After the course, students will have insight into, and knowledge of:

- Research methods and theory
- Concept development
- Design processes for interactive products
- Prototyping methods

and be able to:

- Assess advantages and disadvantages of various research methods
- Undertake useful research
- Develop digital concepts with basis in research
- Develop, test, and refine prototypes

Tools

Concept development, research techniques and methods, and prototyping.

Attributes

Desire to learn, willingness to experiment, and openness.

Methods

The course is a combination of lectures, seminars, group work, self-study, tutorials, and exercise and assignment solving. Assignments and exercises are solved individually or in groups. In the course, weight is placed on analysis, reflection and feedback on own and others' products and processes.

Teaching resources

Books:

- Vijay Kumar: 101 Design Methods (2012)
- Patricia L. Sunderland & Pita M. Denny: Doing Anthropology in consumer research
- Shove, Watson, Han and Ingram: The Design of Everyday Life (2008)
- IDEO: The Field Guide to Human-Centered Design (2015)

Online-resources:

- Lynda.com
- www.designkit.org/methods

Attendance at meetings and classes

Attendance is compulsory for all scheduled classes. Participation is compulsory in exercises, group work, group feedback, and compilations.

Examination

The course is assessed as pass/fail by an internal examiner. The course completes with a combined assignment. A pass requires that the course assignments be duly submitted and approved, the final assignment receives a pass, and that students have participated actively and have met the requirements on participation in meetings and classes. See the section on attendance in meetings and classes.

Study Activity Model

