PROJECT 1

Design and New Media ARTD6115
Launch:wk03 w/c Mo 14 /10/24
Crit: in tutor groups wk06 w/c Mo 08/11/24

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v.04.03

PEOPLE WATCHING

Aim

The aim of this project is to build a rich picture of people involved in a particular aspect of everyday life. Through this project you will gain first-hand experience of the COLLECT and COMPREHEND elements of the 5C design process model.

Brief

Your task is to identify a public place near where you live or somewhere else that is convenient to you. Let's call this the PLACE. The place should be frequented by pedestrians (ie people NOT in cars, buses or other vehicles nor on bikes or electric scooters). Let's call these people, the USERS of the PLACE.

What to do

Choose a PLACE from the list below or find something similar: Pedestrian footbridge, tea / coffee shop, library / museum, gallery, cafe, outdoor public place where people gather, bus / tram /subway stop, park / garden / viewpoint, a place where people queue eg for a ferry, train, tickets etc. Making sure that you are not breaking any laws, find a safe and comfortable place to sit or stand for THREE HOURS. Your task is to observe and record the interactions between the USERS and the PLACE you are in.

What to record

Over the three hour period, COLLECT data about the USERS and the PLACE. Use a variety of techniques to record who the USERS are, and what they do in the PLACE. The data you collect should be multi-faceted - a mix of: visual, aural, actions, behaviours, intentions, emotions, quantitative (numbers, measures, time-based) demographic or other forms you can think of. Techniques include, but are not limited to: drawing, sketching, photography, sound recording, mapping, text, notes, graphing, verbally collected data, categorising, ephemera (discarded items you collect in the place) and anything else you think might be useful.

Following your data recording, organise and tidy up everything you have collected.
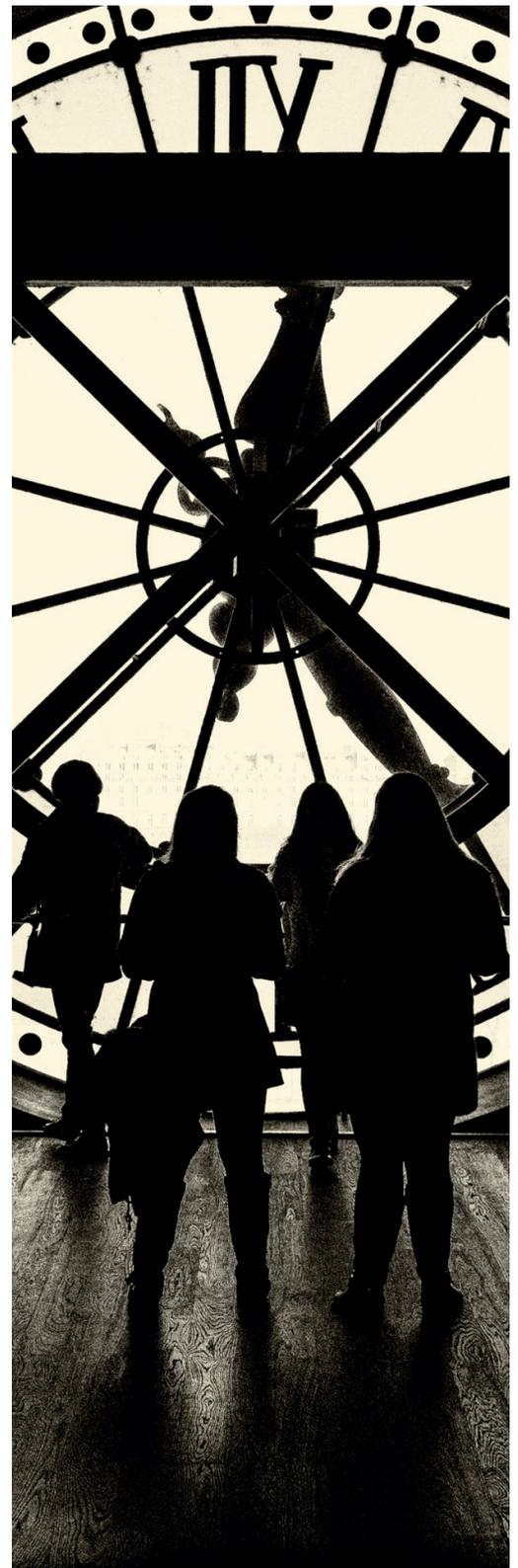
Notes
Take with you all the tools you might need for collecting the data. Take food and drink too and clothes for changes in the weather. Make sure you stay for the full three hours.

Deliverables

Storytelling
Create a well-crafted .pdf document telling the story of the users in your chosen place - as defined by your collected data.

The document
Use presentation software such as Keynote & PowerPoint. Limit your work to between 8 & 12 slides/screens/pages.

Export the document to .pdf format. Include indicative pages scanned from your sketchbooks and notebooks to show what you collected and how you organised it (process).

The document should be largely visual, with appropriate annotations Other media may be used if you want - make sure there are working links for everything eg video.

Feedback and assessment

Be prepared to share this pdf document with others at the scheduled crit session. For final assessment at the end of the module, the .pdf document should be available for viewing on your portfolio website. You will receive formative feedback throughout the project in the form of discussion and feedback in tutorials and the final crit.

Related blog task

There will be a related blog task, after the crit sessions, where you will be asked to use formal user modelling techniques to clarify, organise and simplify your research. Details and guidance on this will be discussed in class and distributed with the blog task.

Learning outcomes
This project focuses on the following module learning outcomes:
A1/A2 demonstrate knowledge and understanding of the principles of design thinking and interaction design including user-centred design and the concepts relevant to design for new media;
B1 develop and articulate insights gained from a variety of research methods;
B2 analyse complex problems and envision a range of solutions;
C1 communicate the process and outcomes of design activities;
C2 collaborate effectively and use time management skills;
D1 demonstrate advanced proficiency in user-modelling tools and design development tools and techniques.

Academic Integrity
It is important that the work you submit for assessment is your own and does not include material that has been submitted for previous modules. Any third party elements must be clearly cited. For detailed guidance about plagiarism and the broader Academic Integrity policy of the University of Southampton please refer to the document: Academic Integrity Guidance for Students.

Health & Safety
It is of utmost importance that you do not, at any time, breech local or national laws or any temporary regulations regarding health-related or other emergency situations.

In conducting this project, you should always operate in such a way as to ensure your personal safety and security as well as being mindful of your impact on others.

You are advised to travel with a friend, preferably in daylight hours, and to take particular care using and carrying equipment such as cameras, as these are obvious targets for thieves.

Carry your UoS ID and always approach interviewees by informing them that you are carrying out a university-based assessment task.

Avoid talking directly to children without parental/teacher permission. If you plan to photograph people or private property, ask permission before taking any pictures.

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