

COURSE CONTENT

Course Code	DV2006
Course Title	Designed Experiences
Pre-requisites	NIL
No of AUs	3
Contact Hours	39

Course Aims

This course will introduce to you the theories and methods of experience design in context of an increasingly experience-focused economy. You will develop a practice-based proficiency for designing immersive and memorable experiences that is applicable towards a variety of disciplines. Emphasis is placed on the methodology of how memorable experiences can be strategized, designed and staged so that it deepens engagement with target audiences. Through lectures, experience-audit exercises, in-class interactions and critiques, you will develop skills and knowledge that are essential for delivering memorable experiences in our everyday contemporary context.

Intended Learning Outcomes (ILO)

By the end of the course, you should be able to:

1. Describe experience design strategies and techniques used in contemporary experiencescape
2. Critically assess the relationship between the designed experience and target audience
3. Apply strategies to create audience segmentation and memorable experiences that resonates
4. Present, discuss and evaluate the practice of experience design as a systematic methodology
5. Contribute to and critique discussions of experience creation strategies and techniques employed by peers

Course content (List of key topics taught)

Introduction to experience design - The course begins with a brief historical overview on the evolution of experiences as a form of commodity. You will be introduced to various experience design strategies via the analysis of the experience scape framework

Experience audit - Through investigative group work, you will embark on a journey to audit an experience based on a framework for analysis. The audit will help to identify the experience narrative and it's aims as well as the motivation, needs and pain points of audience. The audit exercise will pave a hands-on understanding of learning to identify and evaluate the experiencescape of the contemporary marketplace competition.

Workshops

You will receive hands-on practice of strategizing and designing experience narrative in writing and then translating them into visual mood boards for storytelling purpose. The elements of the experience scape will be elaborated and you will gain an understanding of the framework and tools frequently used for experience design.

Group work - You will be working in a team frequently and as a team, you will learn to analyze your target audience, translate experience design strategies into methodical staging plans and eventually creating an experience prototype.

Assessment (includes both continuous and summative assessment)

Component	ILO Tested	Programme LO	Weighting	Team/ Individual
Continuous assessment 1 : Experience design audit	1,2,4,5	N.A	20%	Individual
Continuous assessment 2: Design experience creation prototype: Originality, creativity, and relevance 20% Execution of prototype 20%	2, 3, 4, 5	N.A	40%	Individual
Written report and critical reflection	1,2,3,4,5	N.A	20%	Individual
Continuous assessment participation	5	N.A	20%	Individual
Total			100%	

Reading and References

Arnstein, S. (1969). *A Ladder Of Citizen Participation*. Journal of the American Institute of Planners, 35(4), 216–224. <https://doi.org/10.1080/01944366908977225>

Benz, P. (2015). *Experience design : concepts and case studies*. Bloomsbury Academic.

Mau, B & Rockwell, D (2006). *Spectacle: An optimist's handbook* . Architecture planning and design P.C

Pine, B., & Gilmore, J. (2011). *The experience economy*. B. Joseph Pine II, James H. Gilmore. (Updated ed.). Harvard Business Review Press.

Rossman ,J & Duerden, D (2019). *Designing experiences*. Columbia Business School

Solis, B. (2016). *X : the experience when business meets design*. John Wiley & Sons.

B-magazine series (Available in the ADM library journal section)

Course Policies and Student Responsibilities**(1) General**

You are expected to complete all assigned readings, activities, assignments, attend all classes punctually and complete all scheduled assignments by due dates. Students are expected to take responsibility to follow up with assignments and course related announcements. Students are expected to participate in all project critiques, class discussions and activities.

(2) Punctuality

You are expected to be punctual for all classes. If you are more than 30 minutes late, you will be deemed as absent and will not be able to sign in to the attendance register.

(3) Absenteeism

In-class activities make up a significant portion of your course grade. Absence from class without a

valid reason will affect your participation grade. Valid reasons include falling sick supported by a medical certificate and participation in NTU's approved activities supported by an excuse letter from the relevant bodies. There will be no make-up opportunities for in-class activities.

If you miss a lecture, you must inform the course instructor via email prior to the start of the class.

Academic Integrity

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour Code, a set of values shared by the whole university community. Truth, Trust and Justice are at the core of NTU's shared values.

As a student, it is important that you recognize your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism, academic fraud, collusion and cheating. If you are uncertain of the definitions of any of these terms, you should go to the [academic integrity website](#) for more information. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

Planned Weekly Schedule

*Subject to adjustment by instructor according to the teaching situation, students' progress, public holidays and unforeseeable circumstances. A revised schedule will be issued to students at the start of the semester.

Week	Topic	ILO	Readings/ Activities
1	<u>Introduction to the experience economy:</u> A brief overview of the evolution of experience design and its key concepts.	1,2	Introductory lecture, in-class exercises. Assign group experience audit assignment.
2	<u>Deconstructing the experiencescape</u> Analyze components of an experience design system. Introduce the experiencescape framework of analysis.	1,2,4	Experience creation project briefing, in-class discussion of experiencescape
3	<u>Audience segmentation</u> Understand motivations, barriers and aspirations of target audience	1,2,4	Introductory lecture. In-class exercises.
4	<u>Audience participation</u> Brief overview on the ladder of participation concept	1,2,4	Introductory lecture. In-class exercises.
5	<u>Group audit presentation</u> Describe and analyze the chosen experience and its aims as well as the motivation, needs and pain points of target audience.	1,2,4,5	Large group presentation and critique. Reflection report submission.

6 - 8	<u>Experience design creation</u> Selecting experience narratives, target audience segmentation and mood board creation.	1,2,3,5	Small group critique sessions and project consultation on progress development
9-10	<u>Mid-review presentation</u> Group presentation of brand creation project. Applying experience creation techniques and prototyping experience. Critical group and self-reflection	1,2,3,5	Large group discussion and critique
10-12	<u>Studio practice</u> Small group consultations on team project. Individual consultation reflective writing report.	1,2,3,4	Consultations
13	<u>Final presentation</u> Final group presentation of refined proposed experience. Application of experience creation techniques.	1,2,3,4,5	Large group discussion and critique. Reflection report submission