

Design Course

Experience Design

The Art of Designing for Spaces

by

Prof. Shashank Mehta

NID, Bengaluru

Source:

<https://www.dsource.in/course/experience-design>



1. Introduction
2. Assignment I
3. Assignment II
4. Contact Details

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<https://www.dsource.in/course/experience-design/introduction>

1. Introduction

2. Assignment I

3. Assignment II

4. Contact Details

Introduction

Course Brief:

Experience design is a multidisciplinary subject/course which emphasizes and provides guidelines to design products, processes, services, events, and contexts with optimum focus on offering psycho-cultural-cognitive experiences/satisfaction to the users. Experience design is the practice of generating design solutions, interventions which enhances the quality of life of the user. Experience design is becoming more of a philosophy in the 21st century which suggests: 'designing products and services which are functionally appropriate and culturally relevant'.

The field of experience design emphasizes on a set of methodological criteria to practice design. Experience design is all about designing experiences which are intangible but takes into account not only the material but also social, psychological, cultural and imaginative dimensions. The focus is on how people experience things, objects, spaces, place, situations, and products in different contexts of their life.

Experience Design (ED) takes into account intentional, emotional, behavioral, phenomenal experiences of people. Aesthetic and emotional aspect of design gives a self-fulfilling experience to the user.

Aspects are Outlined Below:

- User research
- Design problem solving
- Insight development
- Persona development
- Need established for the design
- Development of design guidelines
- Development of design concepts and its detailing
- Use case scenario development for the new design
- Design detailing
- Prototyping, model building, and design of physical environment
- User testing and validation

Experience design highlights the point that products and services should be designed in such a way that they should offer motivational satisfaction and emotional delight to the user/ consumer.

The course duration is 2-4 weeks.

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Brief for the Course Assignments/Exercises:

- There are assignments for students to complete the same during the course duration of 2-3 weeks.
- Students are supposed to work in groups of 3-5 members in each group.

Assignment - 1

Assignment - 2



1. Introduction
2. Assignment I
3. Assignment II
4. Contact Details

Design Course

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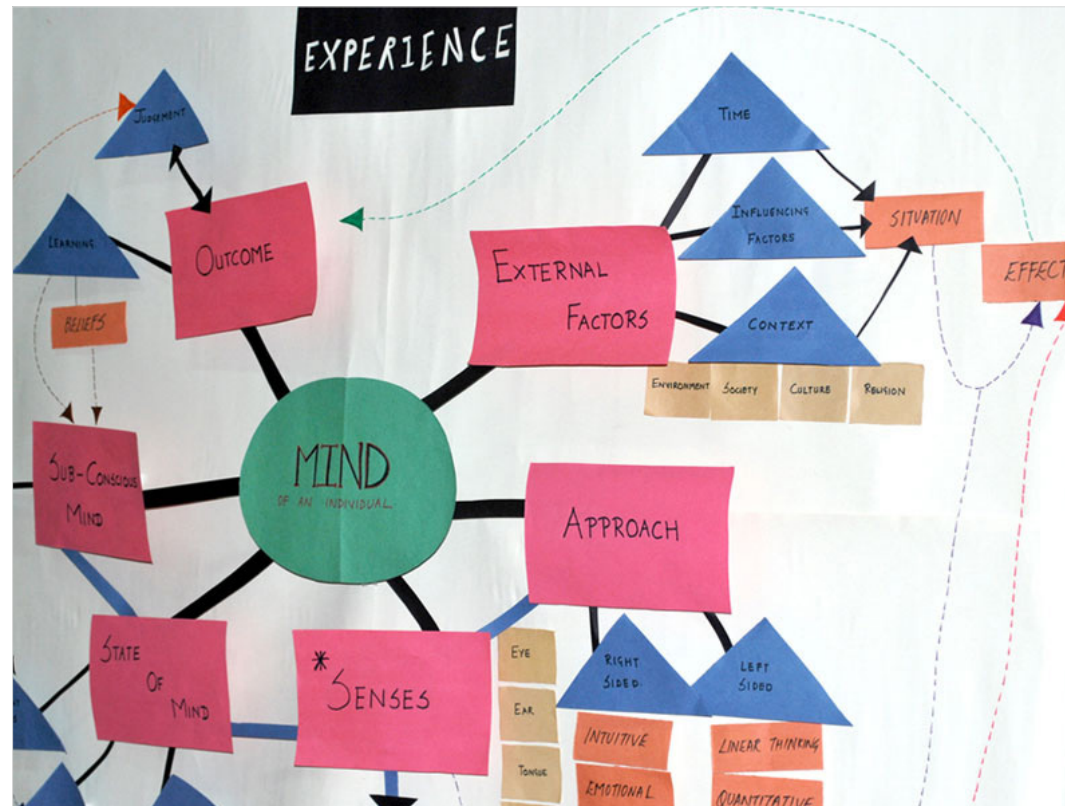
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1. Introduction
2. Assignment I
3. Assignment II
4. Contact Details



Design Course

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1. Introduction

2. Assignment I

3. Assignment II

4. Contact Details

Assignment I

Brief for the Course Assignments/Exercises:

- There are assignments for students to complete the same during the course duration of 2-3 weeks.
- Students are supposed to work in groups of 3-5 members in each group.

Assignment 1:

Students in each group select any particular important experience/episode from his/her life and represent the holistic experience as a total composition by using illustrations, diagrams, sketches and drawing etc.

Each group brainstorms on the important experience in each member's life and then the group selects the best experience from the group and prepare to represent it schematically using illustrations, drawings etc.

Each group has to present the final selected experience/story chosen from the same group. The presentation will have a good narrative or story telling structure. During the presentation all the group members participate.

During this exercise/assignment the students have to retrieve important episodes from the past, capture the memory for the event/episode with full clarity and compose the same properly in order to write about the experience by using text, images and illustrations.

The student has to develop the scenario for the experience/event with proper story structure with emphasis on plots, characters, situations and thematic fluidity.

Group 1:



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1. Introduction
2. Assignment I
3. Assignment II
4. Contact Details

Design Course

Experience Design

The Art of Designing for Spaces

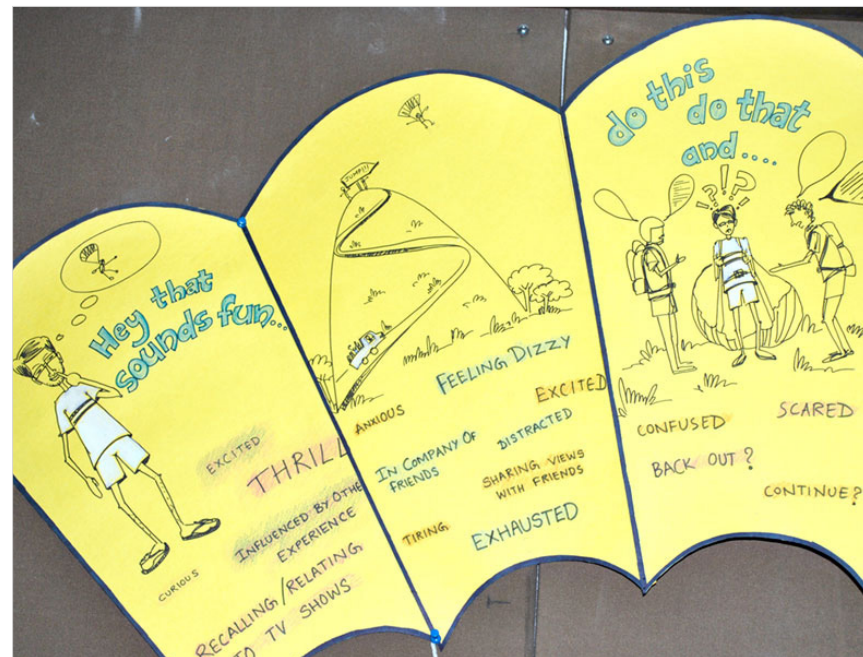
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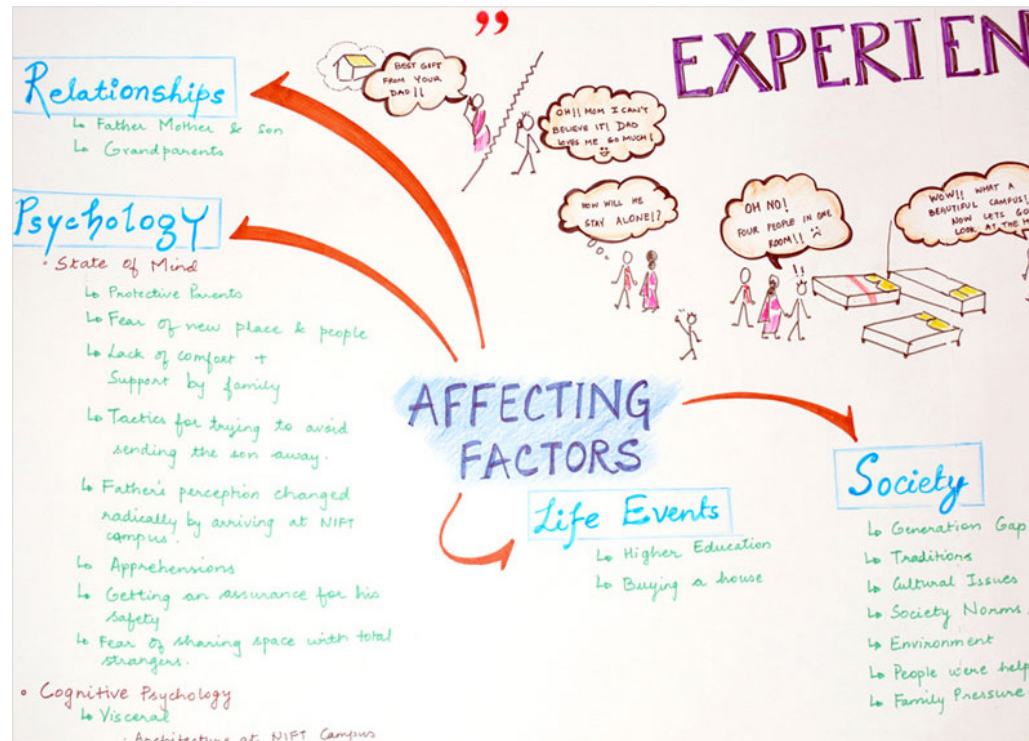
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Group 2:



1. Introduction
2. Assignment I
3. Assignment II
4. Contact Details

Design Course

Experience Design

The Art of Designing for Spaces

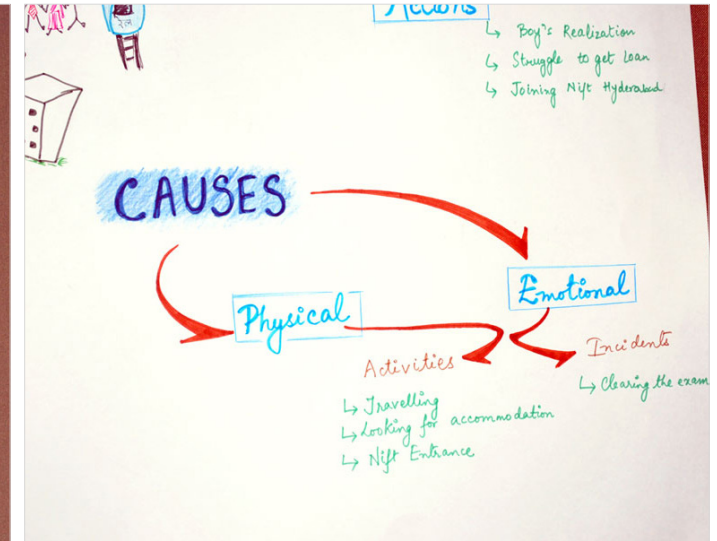
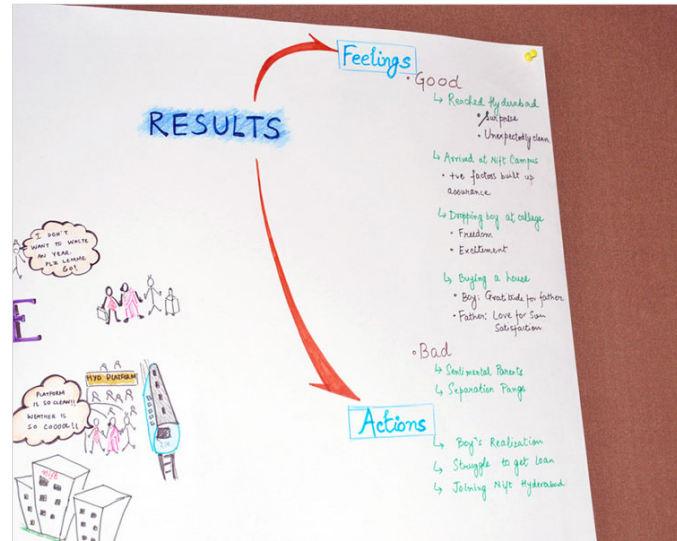
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1. Introduction
2. Assignment I
3. Assignment II
4. Contact Details

Design Course

Experience Design

The Art of Designing for Spaces

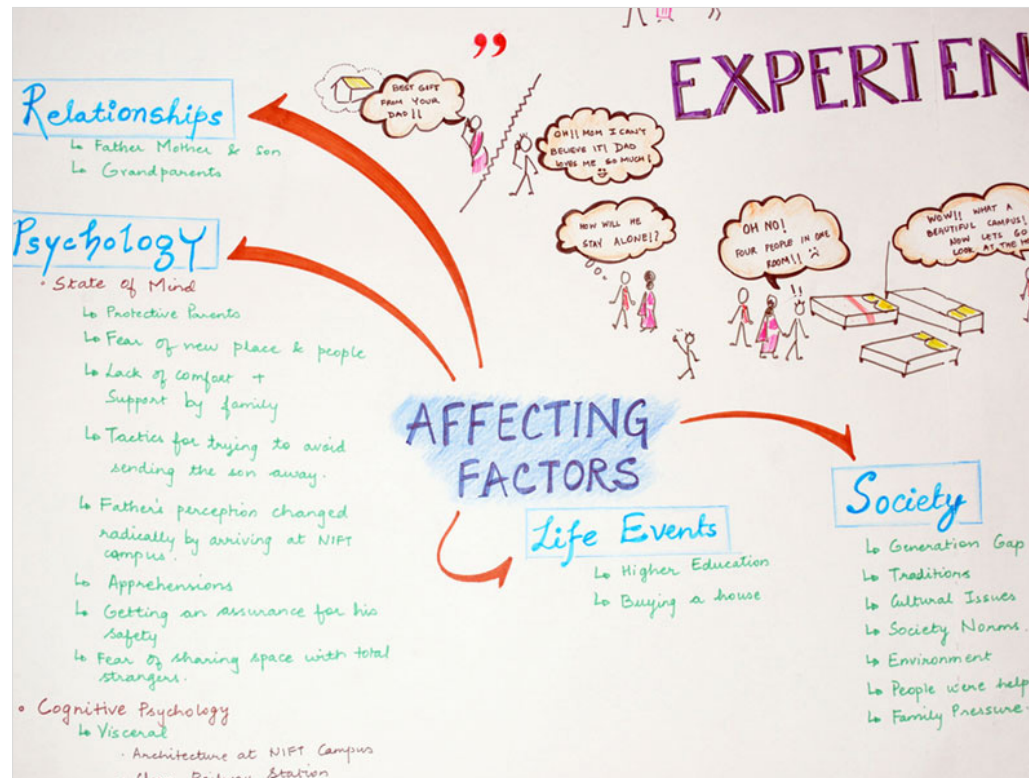
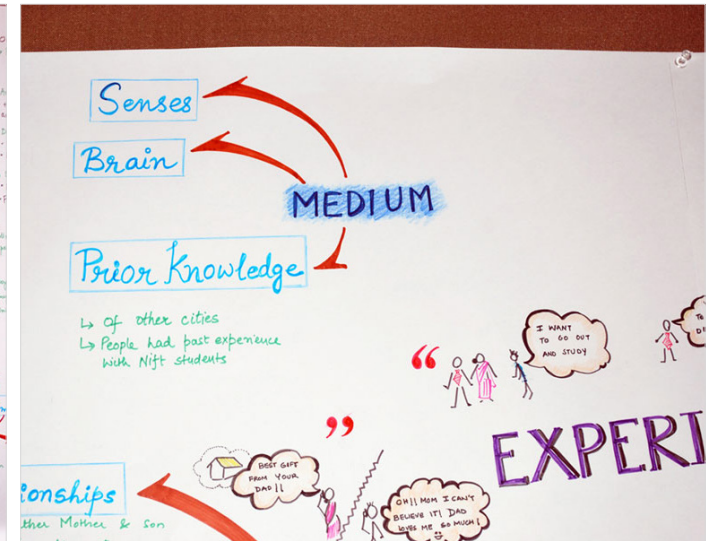
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1. Introduction
2. Assignment I
3. Assignment II
4. Contact Details

Design Course

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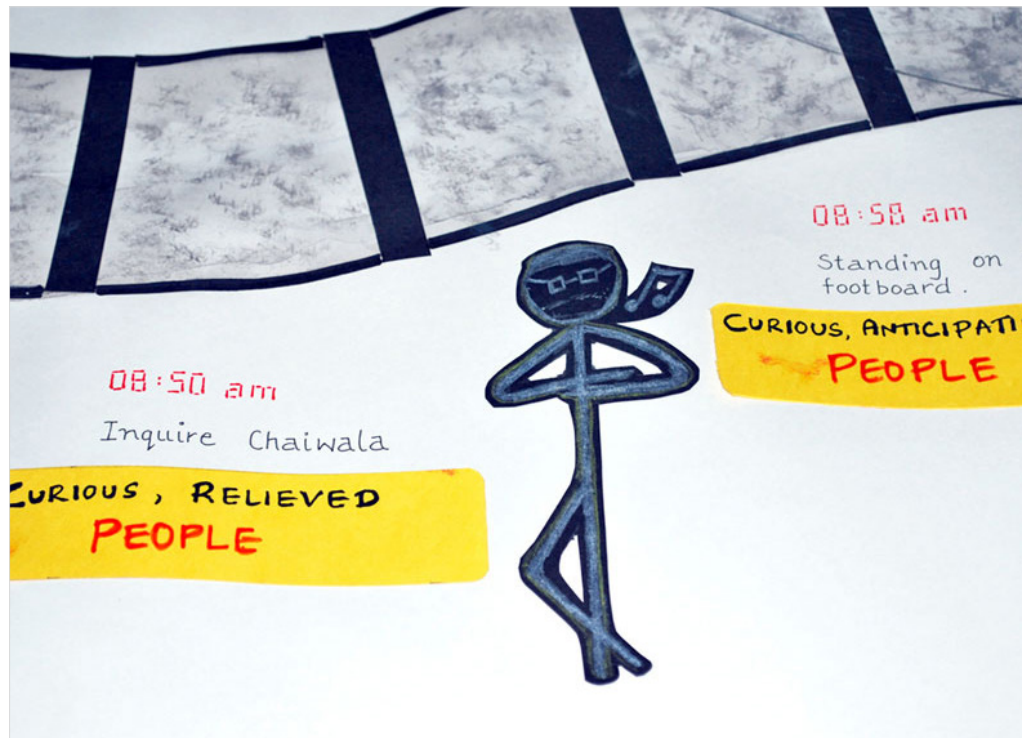
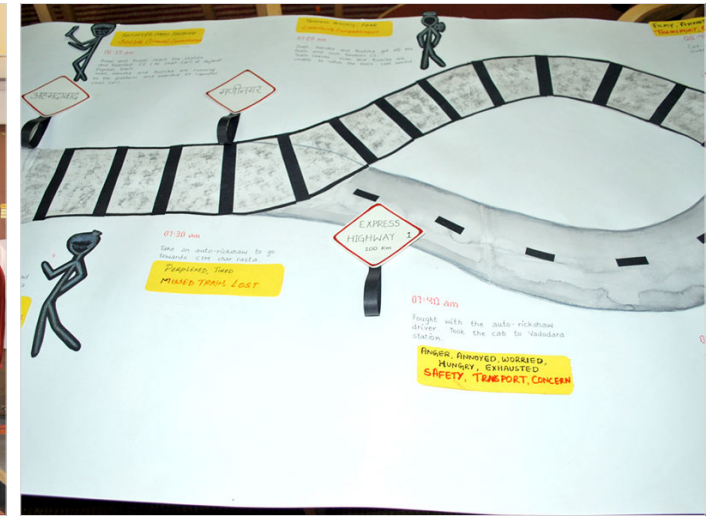
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Group 3:



1. Introduction
2. Assignment I
3. Assignment II
4. Contact Details

Design Course

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The Art of Designing for Spaces

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Source:

<https://www.dsource.in/course/experience-design/assignment-i>

Group 4:



1. Introduction
2. Assignment I
3. Assignment II
4. Contact Details

Design Course

Experience Design

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Source:

<https://www.dsource.in/course/experience-design/assignment-i>

- 1. Introduction
- 2. Assignment I
- 3. Assignment II
- 4. Contact Details



Design Course

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Source:

<https://www.dsource.in/course/experience-design/assignment-ii>

1. Introduction

2. Assignment I

3. Assignment II

4. Contact Details

Assignment II

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Assignment 2:

In this assignment/exercise each group of students will create a physical/ tangible environment in order to create a good experience for the user touching upon his/her emotional, motivational, aesthetic, and attitudinal aspects of life.

For creating the desired experience set-up/environment students can use any of the material available in the immediate environment and reconfigure these in new ways, recompose/ reorganize the same into a new and surprising scenario and the students can use their fabrication skills and can deal with materials like thermocol, wood, bamboo, paper, card board, metal etc. and then create new entities out of these materials and position the same in different relationship with each other for creating beautiful experience to the user.

Finally each group presents the new experience set-up to other students and the faculty for evaluation and assessment of the same. Here students bring skills from their understanding of space design, exhibition design, design thinking, product design etc.



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1. Introduction

2. Assignment I

3. Assignment II

4. Contact Details



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1. Introduction
2. Assignment I
3. Assignment II
4. Contact Details



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1. Introduction
2. Assignment I
3. Assignment II
4. Contact Details



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1. Introduction
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3. Assignment II
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This documentation for the course was done by Professor Shashank Mehta, **NID, Bengaluru**.

For more details, please click on the following link:

<https://www.nid.edu/people/detail/shashank-mehta>

You can write to the following address regarding suggestions and clarifications:

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1. Introduction

2. Assignment I

3. Assignment II

4. Contact Details