

## **ID4201 DESIGN RESEARCH METHODS**

School of Industrial Design, College of Architecture  
Georgia Institute of Technology  
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Summer 2011 | MWF 9:05-11:55AM | 3 credit hours

### **Course Objectives**

This course focuses on research methods applicable to industrial design including task definition, information gathering, and analysis. The objectives of this course are:

- Gain understanding on the different research methods applicable to industrial design
- Conduct design research exercising varied methods
- Learn to analyze gathered data
- Apply the new knowledge on a personal research project

This summer course will concentrate specifically on learning how to conduct ethnographic studies including conducting observations, developing field notes, coding recorded observational using Observer Pro, performing informal interviews, and writing the research study. Students will be expected to attend all classes/lectures, participate in interactive group discussions and in-class exercises, complete all class assignments and submit a final project at the end of the semester. Assignments will be both individual and in teams.

### **Course Procedure and Organization**

This class will operate theory and project-based supported by instructor presentations and guidance. Instructional methods for teaching the course include:

- Readings, lectures and in-class discussions
- In-class demonstrations and workshop sessions
- Individual and group projects

### **Required/Suggested Readings**

- Berg, B. L. (2007). *Qualitative Research Methods for the Social Sciences* (6th ed.): Pearson Education Inc.
- Cresswell, J. W. (2008). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Sage Publications, Inc; 3rd edition.
- Emerson, R. M., Fretz, R. I., & Shaw, L. L. (1995). *Writing Ethnographic Fieldnotes*: The University of Chicago Press.
- Hammersley, M., & Atkinson, P. (1995). What is Ethnography?, *Ethnography: Principles in Practice* (2nd ed., pp. 323 p.). London; New York: Routledge.
- Moore, D. S. (2000). *The Basic Practice of Statistics* (2nd ed.). New York: W.H. Freeman and Co.
- Weiss, R. S. (1995). *Learning from Strangers: The Art and Method of Qualitative Interview Studies* (1st Free Press pbk. ed.). New York: Free Press.
- Weissberg, R., & Buker, S. (1990). *Writing Up Research: Experimental Research Report Writing for Students of English*. New Jersey: Prentice Hall Inc.

### **Course Requirements**

The course requires students to complete one final project. Student will be required to submit progress on the project (milestones). Grades will be based on projects and exams according to the following grading distribution:

<b>Discussion</b>	10%	In-class Weekly Summaries of Readings and Discussions
<b>Project</b>	30%	Submission of project milestones
<b>Final project</b>	60%	Final Project Presentation and Final Document Submission
<b>Total</b>	<b>100%</b>	