

COURSE DESCRIPTION

UNIVERSAL DESIGN

Course title Universal Design	Kursustitel Universelt design
Course number BI2UD--KMU	Approved 21.06.23
Level and semester BA, 4th semester	Field of study Industrial Design
ECTS 5	Responsible Per Voss Nielsen
Exam form Semester exam (see Studieplan/Study Plan on Itslearning) Combination test: Oral defence and design product	Assessment 7-point grading scale The exam will be an overall evaluation of the presented design product and the oral defence.
Censor External	Extent/duration of exam The duration of the total semester exam is 60 minutes, of which: 20 minutes are for the student's presentation 20 minutes are for discussion 20 minutes are for voting and assessment
Group work see Studieplan/Study Plan on Itslearning	Prerequisite As a mandatory prerequisite for participation in the exam, the stu- dent must deliver a learning portfolio before a deadline set by the study administration.

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Course objective

This course places particular focus on user diversity and aims to give the student insight into the concept Universal Design and related theories and methods. Universal Design is a term that covers the design of products and services with broad accessibility and which can be used by as many people as possible without the need for special adaptation or specialized design. This area is important to be familiar with when dealing with the development of products and services, to ensure awareness of future choices in design and development processes and their contribution to the inclusion or exclusion of users.

In the course, the students work with a problem that is either posed by an external party (for example, a company that the students collaborate with during the course) or is posed by the lecturer. Based on that problem, the students must prepare a design project that illustrates the introduced aspects of universal design.

Learning outcome

At the examination, the student is expected to:

Knowledge:

- *be able to define and unfold the concept of 'universal design'*
- *have knowledge about universal design methods and principles*
- *to understand basic ergonomic concepts and how to access information about them*

Skills:

- *be able to process a problem based on universal design principles*
- *be able to work with design parameters and compromises within aesthetic and functional inclusion*

Competences:

- *be able to create a specific design for a universal target audience*
- *be able to design with an awareness of who is included and possibly excluded as a result of choices in the design process*

Generic learning outcome

In addition to the above-mentioned course-specific learning outcomes, the student is also expected to:

- *be able to present own research and project through an oral and visual presentation, that both explains what, why and how, and contains a reflection on the process and the concrete learning along the way*
- *be able to translate design experiments – regardless of the outcome – into learning and development of their own design practice*