UNSW Course Outline

PSYC1028 Psychology of Human Centred Design - 2024

Published on the 30 Aug 2024

General Course Information

Course Code : PSYC1028
Year : 2024
Term : Term 3
Teaching Period : T3
Is a multi-term course? : No
Faculty : Faculty of Science
Academic Unit : School of Psychology
Delivery Mode : Online
Delivery Format : Standard
Delivery Location : Kensington
Campus : Sydney
Study Level : Undergraduate
Units of Credit : 6

Useful Links

Handbook Class Timetable

Course Details & Outcomes

Course Description

This subject focuses on how psychology and cognitive science underpin the creative practices, processes and methods that lead to innovation and product design. Students will be introduced to the concepts of human centred design, blended with fundamental principles of psychology

and cognitive science. The subject begins with identifying conditions required for the emergence of ideas, inspiration and change through examining historical cases of innovation. Over the course of the subject, students will engage with a transdisciplinary range of frameworks and methods for entrepreneurial innovation, creative thinking, ideation and prototyping by imagining a new solution to an identified problem. No prior science or psychology knowledge is required.

Course Aims

This course is founded in human behaviour and cognitive science. It aims to provide students with a basic understanding of cognitive science, motivational theories, behavioural economics, neural processes and social influences; this fundamental knowledge will be used to dive deeper into the innovation frameworks used by industry to create new products, services and technology. The course will also provide students with a basic understanding of Design thinking methods and processes from industry experts. It aims to foster values such as risk-taking and inquisitiveness in research, develop high level analytical and creative practices, and encourage an explorative attitude towards the design and innovation process that bridges fundamental research and applied industry work.

Relationship to Other Courses

NA

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Describe the psychological concepts and principles of behavioural economics and cognitive science that underpin human-centred design.
CLO2 : Identify, define, and analyse human-centred design problems by applying research methods and scientific thinking.
CLO3 : Evaluate solutions to human-centred design problems by applying scientific thinking and knowledge of human- centred design principles.
CLO4 : Propose and prototype innovative solutions to an identified human-centred design problem.
CLO5 : Critically evaluate research and methodologies in Psychology.
CLO6 : Effectively communicate about the intersection of psychology, cognitive science and human-centred design in a variety of written formats.

Course Learning Outcomes	Assessment Item
CLO1 : Describe the psychological concepts and principles of behavioural economics and cognitive science that underpin human-centred design.	• Periodic Quizzes
CLO2 : Identify, define, and analyse human-centred design problems by applying research methods and scientific thinking.	• Workbook Part A • Workbook Part B • Periodic Quizzes
CLO3 : Evaluate solutions to human-centred design problems by applying scientific thinking and knowledge of human- centred design principles.	• Workbook Part A • Workbook Part B
CLO4 : Propose and prototype innovative solutions to an identified human-centred design problem.	• Workbook Part A • Workbook Part B
CLO5 : Critically evaluate research and methodologies in Psychology.	• Periodic Quizzes
CLO6 : Effectively communicate about the intersection of psychology, cognitive science and human-centred design in a variety of written formats.	• Workbook Part A • Workbook Part B

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this course

A number of different strategies are used to convey psychological theories and illustrate the practical application of these theories in industry. Strategies include formal lectures and the use

of case studies, practical examples and research findings to illustrate points of interest.

The lecture content of this course is presented entirely online via the Moodle eLearning website. The lectures will be delivered in video format (closed-captioned). PDF copies of the delivered content will be made available; not in a presented format, rather a format with additional comments so that as stand-alone pieces they are comprehensive. Students should watch the lectures and write separate notes to maximize their understanding and retention of the material. Lectures for the entire course will be available from week 1, allowing students to move through the course at their own pace.

Assignments will be released periodically throughout the course. This staggered release format is designed to encourage “distributed practice” in combination with the self-paced, exploratory lecture format.

The lecture material and optional readings will provide students with the information required to gain an in-depth knowledge of psychology and the innovation processes.

The discussion forum provides students with an opportunity to question and clarify the concepts and ideas mentioned in the lectures. Students are strongly encouraged to engage with this forum by posting questions or comments, and reading, answering, or replying to other student’s posts to enhance understanding of the content, critical thinking, and written communication skills.

Periodic quizzes will provide students with an opportunity to demonstrate their understanding of examinable course material. Timely completion of the weekly quizzes will assist students in gaining a proper understanding of each topic so that this knowledge can be built on in future content.

The Workbook assignments will give students an opportunity to consolidate their learning of course material and to demonstrate independent research and analytical skills.

All news updates and announcements will be made on the ‘Announcements’ forum on the Moodle page and/or by email. It is the student’s responsibility to check Moodle and their student emails regularly to keep up to date. All students must read the Course Outline. Although this is an online course, it is expected that students dedicate the same amount of time each week to studying for this course as they would for an ‘on-campus’ course.

Given that the course content and some assessable components are delivered online, it is the responsibility of the student to ensure that they have access to a computer with a stable internet

connection and a browser capable of handling the features of the Moodle eLearning website and any of its content. There will be no special consideration granted due to internet connection or computer issues arising from the use of a non-UNSW computer. If an internet disconnection takes place during an assessment/exam, there will be no way of changing a mark (these will be allocated for whatever progress was saved). To help students establish whether or not their computer/internet access is suitable for the online exam/s, a test quiz is available. This quiz will not contribute to final marks and will be able to be completed multiple times in order to test computer/internet connection prior to assessments/exams.

Additional Course Information

Psychology Student Guide: The School of Psychology Student Guide contains School policies and procedures relevant for all students enrolled in undergraduate or Masters psychology courses, such as:

- Attendance requirements
- Assignment submissions and returns
- Assessments
- Special consideration
- Student code of conduct
- Student complaints and grievances
- Equitable Learning Services
- Health and safety

It is expected that students familiarise themselves with the information contained in this guide

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Workbook Part A Assessment Format: Individual	35%	Start Date: Monday Week 2 Due Date: 20/10/2024 11:59 PM
Periodic Quizzes Assessment Format: Individual	20%	Start Date: Not Applicable Due Date: Not Applicable
Workbook Part B Assessment Format: Individual	45%	Start Date: 20/10/2024 11:00 AM Due Date: 17/11/2024 11:59 PM

Assessment Details

Workbook Part A

Assessment Overview

You are required to complete a project in 2 parts: Part A and Part B. In Part A you submit work based on material from weeks 1-4, guided by a provided framework and activities. Part A will require you to 1) identify a problem area/hypothesis; 2) design a research plan; 3) conduct semi-structured interviews; 4) synthesise insights from collected data; & 5) reflect on the process. Workbook Part A is due in week 7. You will receive written feedback on the workbook.

Course Learning Outcomes

- CLO2 : Identify, define, and analyse human-centred design problems by applying research methods and scientific thinking.
- CLO3 : Evaluate solutions to human-centred design problems by applying scientific thinking and knowledge of human- centred design principles.
- CLO4 : Propose and prototype innovative solutions to an identified human-centred design problem.
- CLO6 : Effectively communicate about the intersection of psychology, cognitive science and human-centred design in a variety of written formats.

Detailed Assessment Description

Workbook Part A (35% of final mark): You are required to complete a project in 2 parts: Part A and Part B. In Part A you will submit process work based on material from weeks 1-4, guided by a provided framework and activities. Part A will require you to 1) identify a problem area/ hypothesis; 2) design a research plan; 3) conduct semi-structured interviews; 4) synthesise insights from collected data; & 5) reflect on the process. In accordance with UNSW Assessment Policy the assignment must be submitted online via Turnitin. No paper or emailed copies will be accepted. Assessments will receive a deduction of 2% for every day late. Any assignment submitted after feedback is returned will receive a 0 unless prior exemption has been granted.

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Generative AI Permission Level

Assistance with Attribution

This assessment requires you to write/create a first iteration of your submission yourself. You are then permitted to use generative AI tools, software or services to improve your submission in

the ways set out below.
Any output of generative AI tools, software or services that is used within your assessment must be attributed with full referencing.
If outputs of generative AI tools, software or services form part of your submission and are not appropriately attributed, your Convenor will determine whether the omission is significant. If so, you may be asked to explain your submission. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.
For more information on Generative AI and permitted use please see here.

Periodic Quizzes

Assessment Overview

Online multiple-choice quizzes. Due Sunday week 3, week 5 and week 10. These quizzes will be based on lecture material covered in weeks 2 through 10. Each quiz consists of 20 multiple-choice questions. Quizzes may not be attempted twice, and must be attempted during the window it is open. Feedback and results for each quiz will be released once a) the submission window has closed, and b) all students have taken the quiz via Moodle.

Course Learning Outcomes

- CLO1 : Describe the psychological concepts and principles of behavioural economics and cognitive science that underpin human-centred design.
- CLO2 : Identify, define, and analyse human-centred design problems by applying research methods and scientific thinking.
- CLO5 : Critically evaluate research and methodologies in Psychology.

Generative AI Permission Level

Planning/Design Assistance

You are permitted to use generative AI tools, software or services to generate initial ideas, structures, or outlines. However, you must develop or edit those ideas to such a significant extent that what is submitted is your own work, i.e., what is generated by the tool, software or service should not be a part of your final submission. You should keep copies of your iterations to show your Course Authority if there is any uncertainty about the originality of your work.
If your Convenor has concerns that your answer contains passages of AI-generated text or media that have not been sufficiently modified you may be asked to explain your work, but we recognise that you are permitted to use AI generated text and media as a starting point and some traces may remain. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for

academic misconduct and possible penalties.

For more information on Generative AI and permitted use please see here.

Workbook Part B

Assessment Overview

Workbook Part B is due during the study or exam period (TBA). Part B requires you to continue from where you left off at the end of Part A and will include human-centred design and research activities based on material from weeks 5-9. Part B requires you to: 1) adjust your strategy in response to feedback from Part A; 2) undertake and capture your design and ideation process; 3) collate insights from user testing; 4) suggest iterations and next steps; & 5) reflect on the innovation journey. You will receive written feedback on the workbook.

Course Learning Outcomes

- CLO2 : Identify, define, and analyse human-centred design problems by applying research methods and scientific thinking.
- CLO3 : Evaluate solutions to human-centred design problems by applying scientific thinking and knowledge of human- centred design principles.
- CLO4 : Propose and prototype innovative solutions to an identified human-centred design problem.
- CLO6 : Effectively communicate about the intersection of psychology, cognitive science and human-centred design in a variety of written formats.

Detailed Assessment Description

Workbook Part B (45% of your final mark; due week 11): Workbook Part B requires you to continue from where you left off at the end of Part A, and will include human centred design and research activities based on material from weeks 5-9. Part B will require you to 1) adjust your strategy in response to feedback from Part A; 2) undertake and capture your design and ideation process; 3) collate insights from user testing; 4) suggest iterations and next steps; & 5) reflect on your innovation journey. In accordance with UNSW Assessment Policy the assignment must be submitted online via Turnitin. No paper or emailed copies will be accepted. Assessments will receive a deduction of 2% for every day late. Any assignment submitted after feedback is returned will receive a 0 unless prior exemption has been granted.

Supplementary assessments will be offered and implemented in accordance with UNSW Assessment Implementation Procedure. Alternative examinations will be subject to approval and implemented in accordance with UNSW Assessment Implementation Procedure. PLEASE SEE THE SCHOOL OF PSYCHOLOGY STUDENT GUIDE (LINK CAN BE FOUND UNDER 'ADMINISTRATIVE MATTERS') TO UNDERSTAND THE SPECIAL CONSIDERATION PROCESS FOR

LATE ASSIGNMENTS. THIS IS VERY IMPORTANT AS THIS PROCESS MUST BE FOLLOWED TO MAKE IT FAIR FOR ALL STUDENTS.

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Generative AI Permission Level

Assistance with Attribution

This assessment requires you to write/create a first iteration of your submission yourself. You are then permitted to use generative AI tools, software or services to improve your submission in the ways set out below.
Any output of generative AI tools, software or services that is used within your assessment must be attributed with full referencing.
If outputs of generative AI tools, software or services form part of your submission and are not appropriately attributed, your Convenor will determine whether the omission is significant. If so, you may be asked to explain your submission. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.
For more information on Generative AI and permitted use please see here.

General Assessment Information

Special Consideration: Students who experience circumstances outside of their control that prevent them from completing an assessment task by the assigned due date due can apply for Special Consideration. Special Consideration applications should include a medical certificate or other documentation and be submitted via myUNSW within 3 days of the sitting/due date.

Important note: UNSW has a “fit to sit/submit” rule, which means that if you sit an exam or submit a piece of assessment, you are declaring yourself fit to do so and cannot later apply for Special Consideration. This is to ensure that if you feel unwell or are faced with significant circumstances beyond your control that affect your ability to study, you do not sit an examination or submit an assessment that does not reflect your best performance. Instead, you should apply for Special Consideration as soon as you realise you are not well enough or are otherwise unable to sit or submit an assessment.

Once your application has been assessed, you will be contacted via your student email address

and advised of the official outcome. If the special consideration application is approved, you may be given an extended due date, or an alternative assessment/supplementary examination may be set. For more information about special consideration, please visit: https://student.unsw.edu.au/special-consideration.

Alternative assessments: will be subject to approval and implemented in accordance with UNSW Assessment Implementation Procedure and Psychology Student Guide.

Supplementary examinations: will be made available for students with approved special consideration application and implemented in accordance with UNSW Assessment Policy and Psychology Student Guide.

All course assessments have been designed and implemented in accordance with UNSW Assessment Policy.

The APA (7th edition) referencing style is to be adopted in this course. Students should consult the publication manual itself (rather than third party interpretations of it) in order to properly adhere to APA style conventions. Students do not need to purchase a copy of the manual, it is available in the library or online. This resource is used by assessment markers and should be the only resource used by students to ensure they adopt this style appropriately.

Grading Basis

Standard

Requirements to pass course

Total grade of above 50

Expectations of students

All news updates and announcements will be made on the 'Announcements' forum on the Moodle page and/or by email. It is the student's responsibility to check Moodle and their student emails regularly to keep up to date. All students must read the Course Outline. Although this is an online course, it is expected that students dedicate the same amount of time each week to studying for this course as they would for an 'on-campus' course.

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computer issues arising from the use of a non-UNSW computer. If an internet disconnection takes place during an assessment/exam, there will be no way of changing a mark (these will be allocated for whatever progress was saved). To help students establish whether or not their computer/internet access is suitable for the online exam/s, a test quiz is available. This quiz will not contribute to final marks and will be able to be completed multiple times in order to test computer/internet connection prior to assessments/exams.

The Moodle forum should be the first line of contact with the Course Coordinator (meeting requests, personal or Disability Support matters can be sent by email in the first instance). Due to the online nature of the course, under no circumstances are specific quiz questions/answers to be discussed online or via email, such matters can only be discussed during face-to-face appointments with the Course Coordinator.

Students registered with Disability Services must contact the course coordinator immediately if they intend to request any special arrangements for later in the course, or if any special arrangements need to be made regarding access to the course material. Letters of support must be emailed to the course coordinator as soon as they are made available.

It is expected that students are aware of UNSW Assessment policy and understand how to apply for special consideration if they are unable to complete an assignment/exam due to illness and/or misadventure.

It is expected that students have read through the School of Psychology Student Guide.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 0 : 2 September - 8 September	Lecture	No lectures in O week.
Week 1 : 9 September - 15 September	Lecture	1A: Introduction to the course: Psychology of human centred design 1B: History of great innovations and innovators
Week 2 : 16 September - 22 September	Lecture	2A: The mind of the innovator 2B: Introduction to innovation frameworks
Week 3 : 23 September - 29 September	Lecture	3A: The psychology of user/human needs 3B: Ethnographic research skills
Week 4 : 30 September - 6 October	Lecture	4A: The psychology of investigating users and testing solutions 4B: Analysing research data, extracting findings and insights
Week 5 : 7 October - 13 October	Lecture	5A: The psychology of creativity 5B: Ideation techniques and methodologies
Week 6 : 14 October - 20 October	Lecture	No Lectures this week.
Week 7 : 21 October - 27 October	Lecture	7A: Accessibility, inclusivity and co-design 7B: Prototyping prep and methodologies
Week 8 : 28 October - 3 November	Lecture	8A: Testing solutions 8B: Iteration
Week 9 : 4 November - 10 November	Lecture	9A: The mind of the founder 9B: Storytime with an entrepreneur
Week 10 : 11 November - 17 November	Lecture	10A: Innovation Culture and Wellbeing

Attendance Requirements

Not Applicable - as no class attendance is required

General Schedule Information

[This course consists of 18 hours of class contact hours. You are expected to take around an additional 18 hours of non-class contact hours to complete assessments, readings and exam preparation.]

The lecture content primarily runs in two streams A and B. A focuses on the psychology of innovation, while B is more focused on learnings from practitioners working in industry.

Course Resources

Prescribed Resources

All lectures are on Moodle, Plus extra support videos on mental health and meditation.

Recommended Resources

There is no prescribed textbook for this course.

The following texts are recommended for further reading, especially for those that plan to work

in human centred design, UX, service design, or a strategy-related field. Some are free, and earlier editions of some can be found in the library.

Weinschenk, S. (2011). 100 things every designer needs to know about people. Pearson Education.

Norman, D. (2013). The design of everyday things: Revised and expanded edition. Basic books.

IDEO.org (2015). The Field Guide to Human-Centered Design. https://www.designkit.org//resources/1

Eagleman, D., & Brandt, A. (2017). The runaway species: How human creativity remakes the world. Catapult.

Medina, J. (2011). Brain rules: 12 principles for surviving and thriving at work, home, and school. ReadHowYouWant.com.

Additional Costs

NA

Course Evaluation and Development

All course feedback should be via Moodle and Moodle discussions.

In addition please send specific queries, feedback and experiences to the course staff.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
	Joel Pearson					No	Yes
	Kevin Yuk-Ting Tsang					No	No

Other Useful Information

Academic Information

Upon your enrolment at UNSW, you share responsibility with us for maintaining a safe, harmonious and tolerant University environment.

You are required to:

- Comply with the University's conditions of enrolment.
- Act responsibly, ethically, safely and with integrity.
- Observe standards of equity and respect in dealing with every member of the UNSW community.
- Engage in lawful behaviour.
- Use and care for University resources in a responsible and appropriate manner.
- Maintain the University's reputation and good standing.

For more information, visit the UNSW Student Code of Conduct Website.

Academic Honesty and Plagarism

Referencing is a way of acknowledging the sources of information that you use to research your assignments. You need to provide a reference whenever you draw on someone else's words, ideas or research. Not referencing other people's work can constitute plagiarism.
Further information about referencing styles can be located at https://student.unsw.edu.au/referencing

Academic integrity is fundamental to success at university. Academic integrity can be defined as a commitment to six fundamental values in academic pursuits: honesty, trust, fairness, respect, responsibility and courage. At UNSW, this means that your work must be your own, and others' ideas should be appropriately acknowledged. If you don't follow these rules, plagiarism may be detected in your work.
Further information about academic integrity, plagiarism and the use of AI in assessments can be located at:

- The Current Students site,
- The ELISE training site, and
- The Use of AI for assessments site.

The Student Conduct and Integrity Unit provides further resources to assist you to understand your conduct obligations as a student: https://student.unsw.edu.au/conduct

Submission of Assessment Tasks

Penalty for Late Submissions
UNSW has a standard late submission penalty of:

- 5% per day,

- for all assessments where a penalty applies,
- capped at five days (120 hours) from the assessment deadline, after which a student cannot submit an assessment, and
- no permitted variation.

Any variations to the above will be explicitly stated in the Course Outline for a given course or assessment task.

Students are expected to manage their time to meet deadlines and to request extensions as early as possible before the deadline.

Special Consideration

If circumstances prevent you from attending/completing an assessment task, you must officially apply for special consideration, usually within 3 days of the sitting date/due date. You can apply by logging onto myUNSW and following the link in the My Student Profile Tab. Medical documentation or other documentation explaining your absence must be submitted with your application. Once your application has been assessed, you will be contacted via your student email address to be advised of the official outcome and any actions that need to be taken from there. For more information about special consideration, please visit: https://student.unsw.edu.au/special-consideration

Important note: UNSW has a "fit to sit/submit" rule, which means that if you sit an exam or submit a piece of assessment, you are declaring yourself fit to do so and cannot later apply for Special Consideration. This is to ensure that if you feel unwell or are faced with significant circumstances beyond your control that affect your ability to study, you do not sit an examination or submit an assessment that does not reflect your best performance. Instead, you should apply for Special Consideration as soon as you realise you are not well enough or are otherwise unable to sit or submit an assessment.

Faculty-specific Information

Additional support for students

- The Current Students Gateway
- Student Support
- Academic Skills and Support
- Student Wellbeing, Health and Safety
- Equitable Learning Services
- UNSW IT Service Centre
- Science EDI Student Initiatives, Offerings and Guidelines