

COURSE PLAN

FIRST: BASIC INFORMATION

College

College Irbid University College

Department Applied Sciences

Course

Course Title Design Psychology and Methodology

Course Code 020902118

Credit Hours 3 (3 Theoretical, 0 Practical)

Prerequisite 020902115

Instructor

Name

Office No.

Tel (Ext)

E-mail

Office Hours

Class Times

Building Name	Day of Week	Start time	End time	Hall number

Text Book

Title :

References

- 1) Advanced Research Methods for Applied Psychology Design, Analysis, and Reporting, Paula Brough, 2019, Published August 17, 2018, by Routledge
- 2) Research in Psychology, Kerri A. Goodwin, C. James Goodwin, 2016, John Wiley & Sons, 2016.
- 3) The Design Thinking Toolbox: A Guide to Mastering the Most Popular and Valuable Innovation Methods, 2020, Michael Lewrick & Patrick Link & Larry Leifer, Wiley

SECOND: PROFESSIONAL INFORMATION

COURSE DESCRIPTION

This course specifies the knowledge about cognitive psychology in graphic design fields and the design methodology to which psychological elements are applied. And it also provides various examples of design psychology and methodology that make students apply inspiration and creativity to their design work.

COURSE OBJECTIVES

The objectives of this course are to enable the student to do the following:

- Explain the concept of design psychology and its features and components
- Explain human cognition and its affection for graphic design
- Explain examples of graphic design considered psychological elements
- Explain design methodology using design psychology to design artworks

COURSE LEARNING OUTCOMES

By the end of the course, the students will be able to:

- **CLO1.** Explain the concept of design psychology and its features and components
- **CLO2.** Explain cognitive theory and its affection to graphic design
- **CLO3.** Explain the process of design methodology
- **CLO4.** Apply design methodology to design artwork project

COURSE SYLLABUS

Week	topic	Topic details	Related LO (chapter)	Proposed assignments
1	Introduction to Design Psychology	<ul style="list-style-type: none"> • Concept of Design Psychology • Design Psychology needs 	CLO1	
2	Design Psychology	<ul style="list-style-type: none"> • Perception and feelings. • Design psychology concept • Human interaction with the environment 	CLO2	
3	Design Requirements	<ul style="list-style-type: none"> • Human requirements and needs to be fulfilled in the design 	CLO2	
4	Design Psychology of a perfect design	<ul style="list-style-type: none"> • Social, global and personal standards of the user 	CLO2	
5	Psychological Effect of Design	<ul style="list-style-type: none"> • The psychological impact of design 	CLO2	7
6	Effective Design	<ul style="list-style-type: none"> • Design based on psychological effects of users 	CLO2	
7	Psychoanalysis	<ul style="list-style-type: none"> • Analyzing user needs through design 	CLO2	
8		<ul style="list-style-type: none"> • Midterm exam 		

9	Concept of design methodology	<ul style="list-style-type: none"> • Concept of design methodology • Importance of design methodology 	CLO3	
10	Design process in methodology	<ul style="list-style-type: none"> • Concept of design process • Problem of design process • Design process in design methodology 	CLO3	
11	Design research	<ul style="list-style-type: none"> • Concept of desk research • Concept of field research • Practice of design research 	CLO4	
12	Definition of design problem	<ul style="list-style-type: none"> • Persona Modeling • Customer journey map • Stakeholder map • Concept mapping • Practice of design problem 	CLO4	
13	Ideation of design	<ul style="list-style-type: none"> • Brainstorming • Mind map • Practice of ideation 	CLO4	
14	Design communication	<ul style="list-style-type: none"> • Service blueprint • Service storyboard • Business canvas model • Practice of Design communication 	CLO4	
15	Design prototyping	<ul style="list-style-type: none"> • Wire Frame • Minimum Viable product • Wizard of Oz • Practice of design prototyping 	CLO4	
16		<ul style="list-style-type: none"> • Final exam 		

COURSE LEARNING RESOURCES

The methods used in teaching the program, are mentioned, such as lectures, discussion sessions, proactivity, and other activities

- Discussion and explanation sessions

ONLINE RESOURCES

- http://www.dubberly.com/wp-content/uploads/2008/06/ddo_designprocess.pdf
- <https://faculty.washington.edu/ajko/books/design-methods/index.html#/>

**ASSESSMENT TOOLS**

Assessment Tools	%
Projects & Quiz	20%
Mid Exam	30%
Final Exam	50%
Total Marks	100%

THIRD: COURSE RULES**ATTENDANCE RULES**

Attendance and participation are extremely important, and the usual University rules will apply. Attendance will be recorded for each class. Absence of 10% will result in a first written warning. Absence of 15% of the course will result in a second warning. Absence of 20% or more will result in forfeiting the course and the student will not be permitted to attend the final examination. Should a student encounter any special circumstances (i.e. medical or personal), he/she is encouraged to discuss this with the instructor and written proof will be required to delete any absences from his/her attendance records.

GRADING SYSTEM**Example:**

	Course Marks Average		
	Average	Maximum	Minimum
Excellent	100%	90%	90%
Very Good	89%	80%	80%
Good	79%	70%	70%
Satisfactory	69%	60%	60%
Weak	59%	50%	50%
Failed	49%	35%	35%

REMARKS

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COURSE COORDINATOR

Course Coordinator		Department Head	
Signature		Signature	
Date		Date	