AR-480

UE X : Experience design

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Cursus	Sem.	Type
Architecture	MA1, MA3	Opt.
Mob. AR	H	Opt.

Language of teaching	English
Credits	4
Withdrawal	Unauthorized
Session	Winter
Semester	Fall
Exam	During the semester
Workload	120h
Weeks	12
Hours	**4 weekly**
Lecture	3 weekly
Exercises	1 weekly
Number of positions	**35**

Il n'est pas autorisé de se retirer de cette matière après le délai d'inscription.

Remark

Inscription faite par la section

Summary

Experience Design examines the effects of digitalization on architectural typologies in the contemporary city. The course questions traditional typologies by focusing on an understanding and re-design of social, geographic, temporal and emotional experiences.

Content

At the beginning of the digital revolution, technologists painted a picture of a disembodied future in which people would shed their skins and live online, evolving from citizens into “netizens.” According to their depiction, people would learn in MOOC spaces, hang out in game environments, google in virtual libraries, shop in online stores, heal in tele-operated beds, and fall in love in online chat rooms.
While the virtual world has profoundly changed the way we practice some of our most basic everyday activities – shopping, learning, working, banking, healing – it has not rendered the physical word obsolete or even less important. People enjoy and need social and sensual contact. Yet only a few elements of physical architecture will be left unaffected. As digital infrastructures increasingly become part of our built environments, physical and virtual elements will merge in many ways, leading to completely new architectural typologies.
In this seminar, we examine the effects of digitalization on architectural typologies in contemporary cities. Which typologies are becoming obsolete with the shift from the physical to the virtual? How do architectural and urban conceptions of space change with the infiltration of new elements of interactivity? Which new experiences and typologies become possible?
We explore such questions at the intersection of physical and digital architecture through an experience design approach, involving: (1) a mapping of the social dynamics surrounding an experience; (2) a critical analysis of the geographical and temporal flows (experience journeys); and (3) a detailed evaluation of the experience touch points. Based on this experience diagnosis, we propose alternative designs of experience blueprints that combine physical and digital touch points which in turn will constitute the elements of future typologies.
Our particular focus will be on information intensive typologies in the contemporary city, such as museums, libraries, airports, banks, governments, hospitals. Each year, we will investigate different typologies.

Learning Outcomes

By the end of the course, the student must be able to:

- Identify issues of experience design in relation to an actual typology.
- Perform rigorous analysis of the problem space and map the stakeholders, spatial flows, temporal journeys, and touch points involved in the experience.
- Develop alternative design concepts for future experiences.
- Translate experience concepts into meaningful architectures through iterative prototyping at appropriate scales and levels of granularity.
- Create convincing arguments and visual evidence for the design propositions.

Transversal skills

- Collect data.
- Design and present a poster.
- Set objectives and design an action plan to reach those objectives.
- Make an oral presentation.

Teaching methods

Presentations, Mapping exercises, Hands-on design activities, Design reviews, Group projects.

Expected student activities

Group discussion, Case studies, Mapping, Sketching, Designing, Design Reviews, Pin-Up, Desk Crits.

Supervision

Office hours	Yes
Assistants	Yes

Resources

Bibliography

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