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[197.379 \(/massey/learning/programme-course/course.cfm?course_code=197379\)](/massey/learning/programme-course/course.cfm?course_code=197379) Service and Experience Design (15 credits)

In this studio course students will learn and apply human-centred design processes to create a multi-dimensional response to a specific brief. Using a human-centred approach, students will negotiate the opportunities and tensions inherent in the design of services and experiences, offering original solutions that explore current paradigms (including the dynamic interplay of production and consumption).

Details [\(/massey/learning/programme-course/help/course-terminology.cfm\)](/massey/learning/programme-course/help/course-terminology.cfm)

- **Year:** 2021
- **Mode:** Internal
- **Semester:** Semester One full semester
- **Location:** Wellington Campus
- **Coordinator:** [Mr Karl Kane \(mailto:K.Kane@massey.ac.nz\)](mailto:K.Kane@massey.ac.nz)
- **Subject:** Art and Design Studies
- **College:** College of Creative Arts

Online component [\(/massey/learning/programme-course/help/course-terminology.cfm#onlineComponent\)](/massey/learning/programme-course/help/course-terminology.cfm#onlineComponent)

- **Online component:** Course Guide and Administration - Access to an online learning environment is required so students can access the Course Guide, expected learning outcomes and assessment tasks. The online learning environment may also be required to access supplementary study resources and for the electronic submission of assignments. Core study resources will be supplied directly to students. [Learn more about Stream, our online learning environment. \(https://www.massey.ac.nz/massey/learning/online-learning/guide/guide_home.cfm\)](https://www.massey.ac.nz/massey/learning/online-learning/guide/guide_home.cfm)

Requirements [\(/massey/learning/programme-course/help/course-terminology.cfm\)](/massey/learning/programme-course/help/course-terminology.cfm)

- **Prerequisite(s):** [198.258 \(?course_code=198.258\)](/massey/learning/programme-course/course.cfm?course_code=198.258) or [212.258 \(?course_code=212.258\)](/massey/learning/programme-course/course.cfm?course_code=212.258) or [213.242 \(?course_code=213.242\)](/massey/learning/programme-course/course.cfm?course_code=213.242) or [221.258 \(?course_code=221.258\)](/massey/learning/programme-course/course.cfm?course_code=221.258) or [222.258 \(?course_code=222.258\)](/massey/learning/programme-course/course.cfm?course_code=222.258) or [223.258 \(?course_code=223.258\)](/massey/learning/programme-course/course.cfm?course_code=223.258) or [224.258 \(?course_code=224.258\)](/massey/learning/programme-course/course.cfm?course_code=224.258)
General Prerequisite: At least 45 credits from 200 level.

Dates

- **Start Date:** Monday 22 February, 2021
- **End date:** Sunday 20 June, 2021

Withdrawal dates [\(/massey/admission/enrolment/change_withdraw_study.cfm\)](https://massey/admission/enrolment/change_withdraw_study.cfm)

The last day to withdraw from this course:

- **Without financial penalty:** Friday 5 March, 2021
- **Without academic penalty:** Thursday 20 May, 2021

Fees

Course fees for 2021

- **Domestic Students:** NZD \$871.98 *
- **International Students** NZD \$4,203.75 *

* This fee information is for estimation purposes only and includes New Zealand Goods and Services Tax. Actual fees payable will be finalised on confirmation of enrolment. The estimate does not include non-tuition fees. To view an estimate showing both tuition and non-tuition fees use the [Fees Calculator \(/massey/admission/fees/\)](https://massey/admission/fees/). **These fees only apply to 2021 enrolments.** Domestic students may be eligible for [free fees in their first year \(https://www.feesfree.govt.nz/\)](https://www.feesfree.govt.nz/).

Learning outcomes [\(/massey/learning/programme-course/help/course-terminology.cfm#learning\)](https://massey/learning/programme-course/help/course-terminology.cfm#learning)

Students who successfully complete this course should be able to:

1. Demonstrate command of the relationship between creative work, markets and audiences. (Graduate profile: Connectedness - Whanaungatanga A3)
2. Demonstrate a thorough investigation into the field of experience design. (Graduate profile: Creativity - Toi B1)
3. Apply exploratory and transformative thinking to generate ideas and multi-dimensional responses to design challenges. (Graduate profile: Creativity - Toi C1)
4. Show proficiency in applying experience theory to design problems. (Graduate profile: Virtuosity - Mohio D3)
5. Source and utilise information in a variety of forms and contexts to support their process. (Graduate profile: Understanding - Matauranga E4)

Please note: Learning Outcomes are subject to change until the beginning of the semester in which the course is delivered.

Assessments [\(/massey/learning/programme-course/help/course-terminology.cfm#assessments\)](https://massey/learning/programme-course/help/course-terminology.cfm#assessments)

During this course, the following assessments will contribute to your final mark.

Assessment	Learning outcomes assessed	Weighting
1 Creative Compositions	1,2,3,5	50.0%

Assessment		Learning outcomes assessed	Weighting
2	Creative Compositions	1,2,3,4,5	50.0%

Please note: Assessment weightings are subject to change until the beginning of the semester in which the course is delivered.

* Specific dates for assessments will be finalised in information provided on Stream at the start of the Course.

Completion requirements

Students must submit all assessments and achieve an overall minimum C- grade.

Textbooks

It is recommended that textbooks are purchased no sooner than 7 weeks prior to the semester start date as textbooks can be subject to change.

- **There are no set texts for this course.**

Campus Books stock textbooks and legislation. Current second-hand textbooks are also bought and sold. For more information visit [Campus Books \(https://campusbooks.nz/\)](https://campusbooks.nz/).

Class timetable

The class timetable displays class times for this offering as a guide for planning your study.

Requirement(s): Each student should take 3 hour(s) of Studio class(es) per week

Studio (All students)

Monday 13:00 - 15:00

Monday 13:00 - 16:00

More information...

- Contact an adviser from our [Student Advice and Information Unit \(mailto:academicadvice@massey.ac.nz?subject=197.379%20Service%20and%20Experience%20Design\)](mailto:academicadvice@massey.ac.nz?subject=197.379%20Service%20and%20Experience%20Design) to get more information