Glasgow School of Art Course Specification
Course Title: Service Design: User-led Service Innovation

Please note that this course specification is correct on the date of publication but may be subject to amendment prior to the start of the 2023-24 Academic Year.

Course Code:	HECOS Code:	Academic Session:
PDIN232		2023-24

1. Course Title:
Service Design: User-led Service Innovation

2. Date of Approval:	3. Lead School:	4. Other Schools:
PACAAG April 2022	School of Innovation and Technology	This course is available to students on PGT programmes which include a Stage 2 elective.

5. Credits:	6. SCQF Level:	7. Course Leader:
20	11	Lorenz Herfurth

8. Associated Programmes:
This course is available to students on PGT programmes which include a Stage 2 elective.

9. When Taught:
Stage 2, Taught online only

10. Course Aims:
The overarching aims of the stage 2 electives are as follows: - Encourage interdisciplinary, critical reflexivity from within an open set of choices;   - Foster deep investigative approaches to new or unfamiliar areas of practice and theory;   - Cultivate self-directed leadership and initiative-taking in both applied and abstract modes of practice/ study not necessarily associated with a student's particular creative specialism;   - Enable flexible, ethical exploration and connection of diverse knowledge and understanding within a specialist programme of study.   This course responds to the increased complexity of contemporary product design and the interactions and experiences it affords. It does so by offering an introduction to the emerging discipline of 'Service Design' and the tools and techniques necessary to map the interplay of interactive systems, products and services. This is achieved by a focus upon user-experience and the innovation and delivery of non-tangible outcomes to a variety of stakeholders. This course aims:

- To develop students' awareness and knowledge of Service Design as an emerging trend within the product design industry and an academic discipline;
- To extend the understanding of contemporary design practice to encompass non-object based activities and services;
- To equip students with a methodological framework and design processes capable of supporting the design and innovation of systems, services and the experiences that these deliver for their users;
- To expose postgraduate students to professional practice in this area through collaboration with service design consultancies, such as Engine, LiveWork, Plan and Snook.

11. Intended Learning Outcomes of Course:

By the end of this course students will be able to:
- Produce a critique of an existing service and identify opportunities for innovation within the domain of a specified service;
- Deliver a service design outcome applying collaborative and self-directed methods to develop an ethically considered service design proposition and project manage the various stages of a service design project;
- Apply research methods specific to an individual service design project and communicate the rationale applied in the use of the research methods and evaluation of their outcome;
- Present a service design innovation proposition in an appropriate visual, verbal and written format.

12. Indicative Content:

The course content is designed to develop an understanding of Service Design through analysis of service design activities and by developing and communicating a Service Design project proposal.

The course will cover:
- Services and immaterial relationships;
- Visualising service design research;
- Identifying and applying insights;
- Service blueprinting;
- Prototyping and evidencing;
- Creating conditions for embedding service design thinking and processes within an organisation;
- Ethical Considerations in Service Design.

13. Description of Summative Assessment Methods:

Assessment Method	Description of Assessment Method	Weight %	Submission week (assignments)
Analysis and Critique	Identify and analyse existing service design offerings (both material and immaterial practices)	40%	Week 11, Stage 2
Project	Map, construct and communicate the stakeholder journey offered by a proposed service design project outcome	40%	Week 11, Stage 2

Presentation	Deliver a well constructed service design proposal that clearly references and responds to stakeholder expectations and user-experience	20%	Week 11, Stage 2

13.1 Please describe the Summative Assessment arrangements:

For this course, assessment of student work will consist of three components:
- An analysis of an existing example of service design, detailing the user journey, user touchpoints, user-provider relationships and 'friction points' (no more than 6 A3 sheets);
- A practice-based outcome, or detailed service design proposal, capable of being presented to a client or practitioner (6 A3 sheets with supporting documentary booklet);
- A final presentation to the course participants and examiners detailing the proposed service offering.

14. Description of Formative Assessment Methods:

Engagement with formative assessment is a mandatory requirement.
Formative feedback will be provided through tutorial discussion during workshops and seminars.

14.1 Please describe the Formative Assessment arrangements:

Students will receive supervisory support in the form of one-to-one and/or group tutorials online. In addition, students will be required to attend online group sessions (peer-assisted learning (PAL) groups. Students will also participate in industry-led "masterclasses" with practicing service designers and consultancy representatives online.

Tutorial notes will be recorded by a tutorial buddy for review and discussion between the students involved in the tutorial.

Peer review and feedback will also be used during presentations to provide additional formative feedback and to encourage the development of critical sensibilities relating to the practice of service design.

15. Learning and Teaching Methods:

Formal Contact Hours	Notional Learning Hours
20	200

15.1 Description of Teaching and Learning Methods:

This course offered over 10 weeks, 2 hours a week. Delivered on Wednesdays or Fridays.
Teaching sessions follow the pattern - Workshop/Seminar Followed by Tutorial each week.

16. Pre-requisites:

Successful completion of PGT Stage 1

17. Can this course be taken by Exchange/Study Abroad students?	Yes
18. Are all the students on the course taught wholly by distance learning?	Yes
19. Does this course represent a work placement or a year of study abroad?	No
20. Is this course collaborative with any other institutions?	No
20.1 If yes, then please enter the names of the other teaching institutions:	
N/A	

21. Additional Relevant Information:
N/A

22. Indicative Bibliography:
• Stickdorn, M & Schneider, J. This is Service Design Thinking, 2010, BIS Publications, Amsterdam • Andy Polaine, Lavrans Løvlie, Ben Reason Service Design: From Insight to Implementation ISBN: 9781933820330