

INFO4240 Final Exam

IMPORTANT NOTES

- This exam is open-book, open-notes, open internet.
- All work you submit must be your own.
- **If you use other people's words or ideas you must appropriately quote and cite them.** We do not require full citations for course materials for this exam; you should include a clear identification such as the author's last name. This includes if you use quotations from the article in the design brief.
- All the information you need about the existing design you are analyzing is contained in the brief. We do not expect you to do additional research on the design, nor is it likely to help.
- This exam has been designed so that it should take no longer than 2 hours to complete. In aid of this goal, we will **strictly enforce word count limits.**

PART I: ANALYSIS OF AN EXISTING DESIGN (35 points)

Read through the attached design brief. In this first part of the exam, you will analyze how this design works. This will provide a springboard for you to create alternative designs in the second part of the exam.

1. **What social issue is this design intended to address? (3 points; 15 words)**
2. **How does this design frame the root cause of this problem? (3 points; 30 words)**
3. **How does the design solve that problem? (3 points; 60 words (2-3 sentences))**
4. **Within the framework set by this design, who is responsible for solving this problem? (3 points; 15 words)**
5. **Name three expectations of what the world is like which drive this design (15 points total; 30 words each)**
 - a)
 - b)
 - c)
6. **Name two conditions under which this design does not work, even when the three expectations listed above hold. These conditions should be plausible to happen and have significant impact on the design's overall success. (8 points total; 30 words each)**
 - a)
 - b)

PART II: CREATING NEW DESIGN (30 points)

In this part of the exam, you will create new designs that address the same issue but take a different stance.

Choose 1 of the 2 design strategies listed on the attached design brief. Based on this strategy, briefly sketch a concept design that **addresses the same social issue** and that **reflects the chosen strategy**. **Use words only**, not images, to sketch your design. The design you create should approach the social issue **in a significantly different way** than the original design. Your answers in this section will be graded primarily on how well they reflect a clear and accurate understanding of the design strategy.

7. Name to refer to this design (0 points)

8. Which strategy are you using? (0 points)

9. Briefly describe a design concept that uses this strategy to address the issue you identified in question 1 (16 points; 100 words (4-5 sentences)).

10. Provide a brief argument for how this design instantiates the strategy you chose. (14 points; 120 words (4-6 sentences))

PART III: DESIGN ARGUMENTATION (35 points)

Consider the design sketch you created in part II, and answer the following questions about it.

11. Consider your answers to questions 2-6 in Part I. Name three ways in which the design you developed in Part II gives different answers to those questions. (15 points total; 30 words each)

a. Question: #__ New answer:

b. Question: #__ New answer:

c. Question: #__ New answer:

[Example:

***Question: #5b New answer:** The design from the brief assumed people would be willing to share transportation, but my flying-saucer-based design assumes that people prefer to ride alone.]*

12. Name two compelling reasons why the design you created will work to help address this social issue. (9 points total; 30 words each)

a.

b.

13. Name two significant downsides or potential problems with the design you created that would affect its success at addressing this issue. (11 points total; 30 words each)

a.

b.