

Assignment #10: Applied Cognition
Due Date: December 9, 2008

Goal for this assignment: **demonstrate your understanding of Norman's design principles by applying what you have learned about the mind to a design problem.**

For this assignment you must:

- 1) Identify and define in your own words the two principles of good design proposed by Norman (2002).
- 2) Pick an everyday object, and:
 - a) describe how it follows the design principles that Norman lays out (i.e., how it's a good design),
 - b) how the object fails to follow the design principles that Norman lays out (i.e., how it's a bad design), and
 - c) speculate on how the bad design characteristics might be improved.

Your paper should be typed, with 1-inch margins all around, and 12 point font size. You are welcome (and encouraged) to submit your answer via e-mail instead of handing in a paper copy; electronic copies/attachments should be saved in **RICH-TEXT-FORMAT only**. Your full name and your KUID should appear in a header, or at the top of each page you submit.