

Module Descriptor

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| Course: | Advanced Professional Diploma in Interior Design |
| Year/Level: | 2 |
| Duration: | Yearlong - Mandatory |
| Credit Value: | 20 |
| Prerequisites: | Design Theory 1 |
| Module Tutors: | Miguel Fernandez Belmonte |

Module: Design Theory 2

Module Aims

1. Develop an awareness of cultural issues in contemporary society that underlie the work students do in workshop/studio and professional design practice.
2. Enable students to think critically about contemporary design and design practitioners
3. Allow students to apply a broad range of cognitive skills (research, analysis/synthesis and evaluation) to a range of issues related to contemporary design.

Module Content

It is a continuation of the Design Theory in Year 1 but also it tries to motivate students to explore key themes and concepts in design theory and practice, using examples in relation to contemporary culture and society.

The module has a strong emphasis on thinking critically about design by exploring a range of theories and ideas. This means engaging with reading and research the value of reading and interrogating existing work in supporting students to form their own arguments and thoughts about contemporary design culture. This in turn will help them to contextualise their own design practice.

The module content has been developed such that approximately 60% of the material is of a broader contextual nature relevant across all design disciplines, and 40% is subject-specific and will be delivered by subject specialists in that area. The module contains:

- A critical examination of issues and concepts in a contemporary cultural context.

- Theory and practice-based talks and discussions and their relevance to contemporary practice.
- Further development of analytical skills to an appropriate level of criticality.
- Knowledge and critical awareness of key design practitioners, cultural and contextual theorists in their chronological and intellectual place within the design continuum.
- The roles of process, production and commodity with reference to professional design practice.

Themes and Concepts we will be using to examine design and link global, regional and local examples for discussion will include; Material Culture, Psychoanalysis (how design responds to memory, inner drives and instincts), Phenomenology (experience of the world through our senses), Gender and Identity, (Semiotics) Design as communication, Technology (how design has responded – or not - to changes in technology).

A richer critical contextual discussion and its application to cross-disciplinary design thinking The content is structured around four core themes and how they contextually relate to practice:

Design Practice –critically explores how practitioners respond to briefs, problems and issues in a creative, appropriate and novel manner. Central to this core theme are people, places and the contexts of use, language and representation.

Design Product –investigates and critiques the identity and interpretation of 'the product'. It also considers the role and significance of 'the product' in culture and society. Central to this core theme are people, meaning and use and the contexts of desire, function, sustainability and status. .

Design Discourse – critically discusses a range of appropriate theories in dialogue with contemporary design contexts. This theme also provides knowledge of the key theorists relevant to cross-disciplinary and subject-specific design practice.

Design Reflection – focuses on the manners in which professional design practitioners launch, develop, sustain and critically engage with the continually shifting contexts of the world of practice. It further contextualizes this context through discussion of the social, political, economic and cultural landscape.

Learning Outcomes

On successful completion of this module a student will be able to:

1. Evaluate and critically discuss the theories and practices that inform contemporary design practice.
2. Develop knowledge and critical awareness of the key contexts that influence the processes and production of contemporary design.
3. Evaluate and discuss the relationships between cultural context and subject-specific practice.

- Effectively communicate a robust critical discussion derived from a broad range of applied research, written and representation skills.

Module Learning, Teaching and Assessment

The teaching is lecture based using PowerPoint lectures and video consisting of a variety of style of both pictorial and textural information, all of which is all discussed verbally.

The lectures are about:

- The Design object – meaning and communication
- How Design is changing – the changing context for design in culture and society
- Criticism – what is it? Why do designers need to be critics?
- Objects and Meaning in Design
- Interdisciplinary is the key to Design in the future

Research and critical writing skills are discussed and encouraged throughout

Scheduled Learning and Teaching: 60 hours in total

Lectures
Tutorial

Guided Independent Study: 140 hours in total

Library work
Directed Reading
Research project work
Preparation for submission and assessment

Total student learning hours: 200

Assessment

| Number of Assessments | Form of Assessment | % weighting | Size of Assessment/Duration/ Word count | Category of assessment | Learning Outcomes being assessed |
|-----------------------|-------------------------|-------------|---|------------------------|----------------------------------|
| 1 | Essay | 70 | 2500 words | Project-work | 1, 2, 3, 4, |
| 1 | Practice-based research | 30 | Pecha Kucha Presentation | Project-work | 1, 2, 3, 4 |

Module Pass Requirements

To achieve an overall pass for this module, each of the graded assignments or projects listed above must be passed; the minimum pass grade for each assignment and project is 40%.

Bibliography

Books

The idea of Design, Margolin & Buchanan publishing
The culture of Design, Sage publishing
Objects of Desire, Thames & Hudson publishing
Design Discourse, Chicago publishing
What is a Designer, Hyphen publishing
Design Source Book, Macdonald Orbis publishing
Dictionary of Design and Designers, Penguin publishing
How to Research, Open University press publishing
Research Methodology for College students, Apex publishing
Vaughan Oliver, Booth – Clibborn publishing
Forty years of Design and Advertising, Phaidon publishing
Graphic Design – A concise history, world of art publishing
Graphic Design history, Allworth press publishing
The visual culture reader, Routledge publishing
Visual Function, Princeton Architectural Press publishing

Periodicals

Baseline
Casa Vogue
Creative Design
Creative Review
Elle Decoration
Eye
Graphics International
ID
Domus
Wallpaper