DESIGN AND SOCIETY

**Subject Aim:**

*This subject is intended to:

1. This subject is suitable for all students as an introductory subject for a holistic understanding of the roles and functions of design, and how design shapes the way we live and functions in our daily life.

**Learning Outcomes:**

*Students will demonstrate their ability to:-*

On successful completion of this subject, students are expected to be able to use the language and study skills needed to:

1. acquire a holistic views of the roles and functions of design;
2. identify needs, wants and opportunities for improving the quality of living;
3. develop design responses against the changes needs of the society; and
4. become discriminative, informed and creative in interpreting societal phenomena;
5. become independent thinkers and innovative problem-solvers;
6. apply the knowledge learnt in new situations.

**Brief Syllabus Content:**

1. Supply, Demand, and Design (1700-1865)
   Demand and production; entrepreneurial efforts in Britain and elsewhere; growing pains: expanding industry in the early Nineteenth century; design, society, and standards.

2. Arts, Crafts, and Machines (1866-1914)
   The equality of the arts; the joy of work; mechanization and industry.

3. After the World War I (1918-1944): Moderne, Industry, and Utopias
   Paris and Art Moderne before and after World War I; the ‘First Machine Age’ in Europe; art, design, and industry in the United States; humanism and luxury: international Modernism and mass culture after World War II, 1945-1960; international Modernism: from theory to practice; design and mass appeal: a culture of consumption.

   New materials, new products; dimensions of mass culture; politics, pluralism, and Postmodernism; design in context: an act of balance.

**Learning and Teaching Approach** *(tasks and activities designed to achieve learning outcomes)*:

The subject comprises of lectures and tutorials. Lectures and tutorials are used to impart knowledge of design in society. Exercises will largely be problem based where students will be given a scenario as a background on which to focus the various topics of the subject. Topics for discussion will direct students’ attention to a variety of reference materials. Critical analysis of existing examples of designs in society and how they shape and influence our modern living will be included. This will be followed by group discussions and practical work, in which the students will suggest solutions to the problems and have their opinions shared, with staff providing guideline and opinions. Other activities will involve brainstorming, group discussions, debates, presentation and a certain degree of practical work. The assignments and guided reading are to complement the content being taught.
### Assessment strategy

(assessment of student performance resulting from learning tasks):

| Continuous Assessment: | 100% |

The continuous assessment comprises of assignments and student presentations. The assignments are used to assist the students to reflect and review on their progress and as well as to assess the knowledge acquired by the students and their ability to apply and extend such knowledge.

### Reading List:


