

Syllabus of Foundation Year Subject

Subject Title	: Design and Society
Code	: ITC1002
Level	: 1
Credit Value	: 3.00
Offering Department	: Institute of Textiles & Clothing
Offering Semester	: 2
Pre-requisite(s)	: Nil
Co-requisite(s)	: Nil
Exclusion(s)	: Nil
Medium of Instruction	: English

Contact Hours

Lecture	: 14 hours
Studio work and Workshop	: <u>28 hours</u>
Total	: 42 hours

Objectives

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

On successful completion of this subject, students are expected to be able 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;
4. become discriminative, informed and creative in interpreting societal phenomena;
5. become independent thinkers and innovative problem-solvers; and
6. apply the knowledge learnt in new situations.

Teaching and Learning Approach

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 Method

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.

Keyword Syllabus

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.
4. Progress, Protest, and Pluralism (1960-2000)
New materials, new products; dimensions of mass culture; politics, pluralism, and Postmodernism; design in context: an act of balance.

Reference List

1. Liddament, T. (1991). *Design in Society*. Oxford: Oxford University Press.
2. Gorb, P. (ed.). (1978). *Living by Design / the partners of Pentagram, Theo Crosby... [et al.]*. London: L. Humphries; New York: Whitney Library of Design.
3. (1984). *Design for Living*. London: Goldcrest Multimedia Television Ltd.
4. Sparke, P. (1998). *A Century of Design: Design Pioneers of the 20th Century*. London: Mitchell Beazley.
5. Fiell, C. (1999). *Design of the 20th Century*. Koln; New York: Taschen.
6. Thiel, P. (1981). *Visual Awareness and Design: An Introductory Program in Conceptual Awareness, Perceptual Sensitivity, and Basic Design Skills*. Seattle: University of Washington Press.
7. Holland, D.K. (ed.). (2001). *Design Issues: How Graphic Design Informs Society*, New York, N.Y.: Allworth Press.
8. Hanks, D.A. (2000). *Design for Living: furniture and lighting 1950-2000: The Liliane and David M. Stewart Collection, David A. Hanks and Anne Hoy; edited by Martin Eidelberg*. Paris; New York: Flammarion.
9. Balcioglu, T. (ed.). (1998). *The Role of Product Design in Post-industrial Society*. Ankara: Middle East Technical University, Faculty of Architecture Press; Rochester, Kent: Kent Institute of Art & Design.