



Summer 2013

VISD 2B38 - Contemporary Design Theories and Practices

July 2 to August 19, Mondays and Wednesdays, 18:30 to 21:30

Room 230, 100 McCaul Street

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Office Hours & Location: Room 325, 100 McCaul Street, Monday from 4:30 to 5:30

Credit Value: 0.5 Credit

Prerequisite: 3.0 credits of first-year studio and 1.0 credit of first-year liberal studies (including the Writing course with a passing grade of 60%).

Antirequisite: Students who have taken ENVR 3B11, VISC 3B11 or VISC 2B38 may not take this course for further credit.

Former title: Design Thinking

COURSE CALENDAR DESCRIPTION

Design practice is becoming increasingly more interdisciplinary, socially focused and complex. As a result, design as a discipline has needed to initiate new modes of thinking about design which includes adapting methodologies from fields other than design. This course explores a broad range of contemporary design practices such as industrial design, environmental design and material art & design within this framework. Students will read contemporary texts written by or about designers and design theorists, analyze exemplary contemporary design practices through case studies and be encouraged to view design in an expanded field of related disciplines and practices.

REQUIRED TEXTBOOKS/COURSE PACKS

A reader is available via CSPI & distributed through the OCADU bookstore, third floor, 100 McCaul Street. Other readings not in the required reader will be made available via online sources. See syllabus. Digital access is imperative for access to the full range of readings, digital databases of images, basic weekly course summaries and notes and other forms of communication with the instructor. Canvas will be the digital class management tool being utilized in this class rather than mycourses. You can access this via <https://canvas.ocadu.ca/>.

LEARNING OUTCOMES

1. understand, identify and be able to articulate in writing a range of contemporary theories, practices and examples of hybrid and interdisciplinary design methodologies and theories with a focus on environmental, industrial and material art and design as core fields.
2. acquire, practice and apply discussion, analysis and critique methods using key texts and critical writing to help voice and frame informed opinions.
3. read, digest and express their own ideas about contemporary theories and practices as they relate to the methods, practices and design objects and environments that they design.

This course requires methodical upkeep. Readings do not exceed 40-60 pages a week. In-class writing assignments are brief and will be given with advance notice. All exams are concept-based and holistic rather than dependent upon memorization. Missing a class or two, skipping a writing assignment or even choosing to not read will limit a student's ability to do well or potentially pass.

COURSE ORGANIZATION

In-Class Quizzes / Writing x 3 (July 8 th , 22 nd , Aug 12 th)	30%	lowest rounded up to a 5/5* see note
Midterm Exam (July 29 th)	30%	short answers & essays
Final Exam (Aug 19 th) 8:30-11:30am, Rm 230	40%	short answers & essays

**Note: Your lowest quiz will be automatically rounded up, therefore there are no make-up quizzes or retakes without prolonged and documentable medical or other OCADU policy mandated excuses.*

In-Class Writing:

Brief (30-45 minute) reading quizzes (30%) will occur in THREE CLASSES that will include an essay quiz about the course readings and discussions emphasizing the most recent material typically. I MAY permit you to use your class notes and reading notes for these quizzes. Computers and other electronic devices are not permitted during these quizzes. These are graded on a five-point scale: 0=did not write (0%); 1=fail (45%); 2=pass (59%); 3=satisfactory (75%); 4=excellent (85%); 5 = exceeds expectations (95%) QUIZZES MUST BE WRITTEN IN INK. NOT PENCIL.

Plan to accommodate a minimum of 20 hours per week of homework for this course.

ATTENDANCE, PARTICIPATION, AND BEHAVIOUR

“OCADU expects students to attend classes and participate in them by the standards established by the teaching faculty and as stated in published policies. Students’ full participation in the university’s classes is essential to their education. Given that students benefit from an active involvement with faculty and with their fellow students in classes, OCAD requires that students attend classes on a regular basis and that they participate fully in them.”
OCADU Policy

- If you miss a class, it is your responsibility to acquire notes and find out what you missed. You are responsible for all material covered in class regardless of whether you were present or not.
- You will have your lowest quiz grade raised to a 5/5 automatically meaning you get one free missed in class writing assignment. Since one writing assignment is automatically excused I will not entertain make-ups, barring exceptional and prolonged circumstances that can be documented according to OCADU policies.
- A significant component of this class will be in-class assignments. For an illness you must have a note from a doctor specifically explaining why your illness prevented you from being in class at the precise time the assignment was being completed that is submitted and approved.
- Late requests for an exam or critique deferral are subject to a fee of \$70 and must be made in advance following process and procedures as per OCADU policies. See OCADU policy.
- Students working with the CSD that require accommodations that include completing writing assignments with extended periods of time or specific environmental settings will have to arrange this through the CSD. Each CSD student needing specific accommodations must take on the responsibility to produce proper documentation with advanced notice.
- Academic misconduct and non-academic misconduct are not tolerated at OCAD. Each student has final responsibility for her or his conduct. Students are expected to be aware of and abide by the regulations as they have been established in OCADU’s academic and non-academic policies, which can be found on the OCADU website at <http://www.ocad.ca/students.htm#> under “Student Policies”.

CLASS CONDUCT AND EXPECTATIONS

- 1) You must ensure you are properly registered for the course. If you have any concerns about your registration status, you may confirm on-line, confirm with the Faculty of Liberal Arts & Sciences Office, or contact the Office of the Registrar. Please first check your registration and read the codes carefully (the codes are clearly explained in the Course Calendar which is available on-line at www.ocadu.ca).
- 2) You are expected to conduct yourself in a manner respectful of your instructor and your fellow students. This includes, at a minimum:
 - Arriving on time
 - Turning off your cell phone upon arrival
 - If late, entering the classroom with the least disruption
 - Not interrupting or speaking when someone else has the conch
 - Using your laptop appropriately (i.e. not for email)

ABSENCES AND MAKE UP TESTS

Only under very special circumstances may students hand in late assignments or be absent from classes or tests/exams. If a student is sick, it is incumbent upon the student to notify the Instructor (and the Office of the Registrar, in the case of missed final exams) with proper documentation as soon as possible. Students with special needs must contact the Centre for Students with Disabilities, ext. 339 at least two weeks prior to the test or assignment.

ABSENCE FOR RELIGIOUS PURPOSES

A student who foresees a conflict between a religious obligation and any scheduled class assignments, including the final examination, must notify his/her instructor in writing and in the case of final examinations must make a written request to the Office of the Registrar within three weeks of publishing of the syllabus and/or the final exam schedule.

PLAGIARISM AND REFERENCING YOUR RESEARCH SOURCES

Plagiarism is the act of taking someone else's ideas, opinions, writings, etc. and representing them as one's own. You plagiarize whenever you borrow another scholar's ideas or quote directly from a work without giving credit through proper citation or acknowledgement. Plagiarism is a serious offense at OCADU (please see OCADU's Policy in the OCADU Academic Calendar). Any assignment in which the ideas of another author are intentionally represented without acknowledgement and/or presented as the student's own work will receive a grade of zero. Please see http://www.ocadu.ca/students/academic_integrity.htm#plagiarism for more information.

ACADEMIC AND NON-ACADEMIC MISCONDUCT

Each student has final responsibility for her or his conduct. Students are expected to be aware of and abide by the regulations as they have been established in OCAD U's academic and non-academic policies, which can be found on the OCAD U website at <http://www.ocadu.ca/students.htm> under "Student Policies". These policies outline the responsibility of students to "conduct themselves appropriately and reflect the highest standards of integrity in non-academic as well as academic behaviour". All allegations of misconduct will be reported and investigated as per the current policies.

WEEKLY READINGS & CLASS SCHEDULE

- Readings in the Course Reader, Links for Online Readings on <https://canvas.ocadu.ca/>

Class One: Wednesday July 3rd Design, Methods and Meaning

- Appadurai, Arjun, What Does the Nano Want? Design as a Tool for Future Building, Cornell Architecture, Art and Planning, News10, Summer, 2011, 1-20.

Class Two: Monday July 8th The Trace of the Hand and the Lure of the Machine

- Petroski, Henry. "Form Follows Failure." The Evolution of Useful Things. New York: Vintage Books, 1992. 22-33.
- Zeisel, Eva. "On Being a Designer." Eva Zeisel: Designer for Industry. Montreal: Le Château Dufresne, Inc., Musée des Arts Décoratifs, 1984. 73-82.
- Rams, Dieter. "Omit the Unimportant." Design Issues 1 (Spring 1984): 24-26.
- [Putnam, Tim. "The Theory of Machine Design in the Second Industrial Age." Journal of Design History, Vol 1, No. 1 \(1988\) 25-43. \(JSTOR\)](#)

Class Three: Wednesday July 10th Modernity & Postmodernity and other "Isms"

ASSIGNMENT: In-Class Writing One

- Jencks, Charles. "The Post-Modern Information World and the Rise of the Cognitariat." The Industrial Design Reader. Ed. Carma Gorman. New York: Allworth Press, 2003. 223-227.
- Venturi, Robert. Complexity and Contradiction in Architecture. New York: MoMA, 1966. 16-19.
- [Forty, Adrian. "The Legacy of Modernism." Design Quarterly.153, Beyond Style: The Designer and Society \(1991\): pp. 27-31. JSTOR. Web. 1 Nov. 2010. \(JSTOR\)](#)

Class Four: Monday July 15th Craft, Tradition and Progress

- Adamson, Glenn. "Amateur." Thinking Through Craft. Oxford: Berg, 2007. 139-63.
- Risatti, Howard. "Craft vs. Design/Recognition vs. Understanding" Metalsmith 26.2 (Summer 2006):14-17.
- [Frampton, Kenneth. "Prospects for a Critical Regionalism." Perspecta 20 \(1983\): pp. 147-162. JSTOR. Web. 1 Nov. 2010. \(JSTOR\)](#)
- Nay, Eric, "Sustainable Practice" Studio, vol. 3, no. 2 (Fall/ Winter 2008) 20-3. See PDF on Canvas

Class Five: Wednesday July 17th Manufacturing Culture

- Calkins, Earnest Elmo. "What Consumer Engineering Really Is. "The Industrial Design Reader. Ed.Carma Gorman. New York: Allworth Press, 2003. 129-132.
- McCoy, Katherine. "A Cold Eye: When Designers Create Culture." Print 56.3 (2002): 26, 181-3.
- [Walker, Rob. "This Year's Model." New York Times July, 9 2009. Web. \(New York Times Website\)](#)

Class Six: Monday July 22nd Systems

ASSIGNMENT: In-Class Writing Two

- Vitta, Maurizio. "The Meaning of Design." Design Issues 2 (Autumn 1985): 3-8.
- Papanek,Victor. "What is Design? A Definition of the Function Complex." Design for the Real World.New York: Bantam Books, 1971. 3-27.

Class Seven: Wednesday July 24th Beyond Objects

- Antonelli, Paola. Design and the Elastic Mind. New York: MoMA, 2008. 14-27.
- Vicente, Kim. "The Way Forward: Not by Widgets Alone." The Human Factor: Revolutionizing the Way We Live. Toronto: Alfred A. Knopf Canada, 2003. 281-305.
- Norman, Donald. "Three Teapots." Emotional Design: Why We Love (Or Hate) Everyday Things. New York: Basic Books, 2004. 1-33

Class Eight: Monday July 29th**MIDTERM EXAM****Class Nine: Wednesday July 31th "Other" Methods**

- Plowman, Tim. "Ethnography and Critical Design Practice." Design Research: Methods and Perspectives. Cambridge, Mass. and London, U.K.: MIT Press, 2003. 30-38.
- Suri, Jane Fulton. "The Experience of Evolution: Developments in Design Practice." The Design Journal 6.2 (2003): 39-48.
- <http://www.nytimes.com/2009/12/27/business/27proto.html> "Prototype – Seeing Customers as Partners in Intervention," Mary Tripas, New York Times, Business, December 27, 2009

Class Ten: Monday August 5th**NO CLASS: CIVIC HOLIDAY****Class Eleven: Wednesday August 7th The Great Greening Myth**

- Margolin, Victor. "Design for a Sustainable World." Design Issues 14.2 (Summer 1998): 83-92.
- Walker, Stuart. "The Environment, Product Aesthetics and Surface." Design Issues 11.3 (Autumn, 1995): 15-27.
- [Nordhaus, Ted, and Michael Shellenburg. "The Green Bubble." The New Republic May 20 2009. Web.](#) (New Republic Website)

Class Twelve: Monday August 12th MFA's and MBA's: Designers in the Board Room**ASSIGNMENT: In-Class Writing Three**

- Lockwood, Thomas, ed., Design Thinking, Integrating Innovation, Customer Experience and Brand Value, Allworth Press, New York, 2010, 57-63.
- Holston, David, The Strategic Designer: Tools and Techniques for Managing the Design Process, How Books, Cincinnati, Ohio, 2011, 1-15.
- [Scott, Felicity D. "Involuntary Prisoners of Architecture." October 106 \(2003\): pp. 75-101. JSTOR. Web. 1 Nov. 2010.](#) (JSTOR)

Class Thirteen: Wednesday August 14th

- Exam Review Session

FINAL EXAM: Monday August 19th

8:30-11:30am, Rm 230

UNIVERSITY RESOURCES:

Writing and Learning Centre:

<http://www.ocadu.ca/students/wlc.htm>

Resources specific to this course, for students requiring assistance with the material and with writing or reading comprehension, and for those for whom English is a second language, are provided through the **Writing and Learning Centre, room 1501, 113 McCaul, 5th floor (ext. 229); e-mail: wlc@ocadu.ca** One-on-one tutoring is available and confidential. The Writing and Learning Centre (WLC) provides free services for all students including writing, critical thinking, critical reading, and study skills, through one-on-one tutoring, group tutoring, writing and academic skills workshops, resource materials, and ESL assistance.

Services for Students with Disabilities

http://www.ocadu.ca/students/disability_services.htm

Formal and informal student-centred supports, such as counselling, academic accommodations, and specialized services are available year-round to students registered with the Centre for Students with Disabilities. Students who think they may have learning or physical disabilities should contact **Services for Students with Disabilities (ext. 339), 51 McCaul St. 2nd level**, as soon as possible. Students must be registered with the CSD to receive accommodations and related support. It is important to register early in the semester to ensure the accommodations can be scheduled by the start of the semester.

Dorothy Hoover Library

<http://www.ocadu.ca/library.htm>

OCADU Library, 113 McCaul, 2nd Floor , Room 1215

General Reference Desk: ex. 334

Art and Design Reference, Robert Fabbro: ex. 343

Art and Liberal Arts & Sciences Reference, Daniel Payne: ex. 217

Health and Wellness Centre - <http://www.ocadu.ca/students/health-wellness.htm>

Academic Integrity - http://www.ocadu.ca/students/academic_integrity.htm

Academic Advising - http://www.ocadu.ca/students/academic_advising.htm