



COURSE SECTION INFORMATION

SCHOOL OF DESIGN

DESIGN CULTURE AND THEORY

BACHELOR OF DIGITAL EXPERIENCE DESIGN

Professor's Name: Dr. Dave Colangelo

Course Number: BDES 1201

**Email:
david.colangelo@georgebrown.ca**

Course Section CRN: 45383

Phone: 416-415-5000 x3755

Room Number: WFD 208

Office: Room 326

Academic Year: 2019-29

**Out of Class Assistance: By
Appointment Only**

Term: Winter 2020

Date and Time: Thurs, 12-3pm

FOR OFFICE USE ONLY	
ORIGINATOR:	January 2, 2020
SIGNATURE	DATE
CHAIR:	January 2, 2020
SIGNATURE	DATE
DATE OF REVISION: January 2020	

Other Specific Course Information

PROFESSOR BIO:

Dave Colangelo is an artist, educator, and researcher based in Toronto, Canada. He is a founding member of [Public Visualization Studio](http://publicvisualizationstudio.com). His writing, research, and practice uses media architecture (urban screens, LED façades, and public projection) as a means to support critical and creative engagements with the city, public art, and information. More info at: <http://davecolangelo.com>.

COURSE DESCRIPTION:

This course introduces students to the relationship between design and social issues, politics, industry, technology, cultural rituals and economics from the industrial revolution to the early 21st century. Topics include industrialization, modernism, post-modernism, globalization, pop culture, sustainability, and social responsibility. Students will read

contemporary texts written by or about designers and design theorists to identify and evaluate exemplary contemporary design practices and apply these findings to future directions in the field.

COURSE OUTCOMES (KSA – Knowledge, Skills, and Attitudes):

Upon successful completion of this course the students will have demonstrated the ability to:

1. Classify a range of design theories that have inspired creative design solutions to aid in the selection of appropriate theoretical frameworks for design proposals. (K)
2. Discuss the connection between digital experience design theories and current societal issues in writing and in group discussions to make informed design decisions. (K, S)
3. Examine the role that tools and products have played in our civilization’s advancements. (K, S, A)
4. Analyze potential digital design theories related to past societal issues to generate guidelines for current research and practice. (K, S, A)

EVALUATION CRITERIA (assignments, projects, tests, quizzes, exams, etc.):

Evaluation Tool & Description	Date/Week:	% of Final Grade:	Instructions/Rubric to be Provided? (Yes/No)	Links to Course Outcomes
Exhibition Review	5	20	Yes	3, 4
Medium Article	4, 5, 6, 7, 9, 10, 11, 12	35 (5 each, lowest dropped)	Yes	1, 2, 3
Showcase Presentation	Once, as assigned in week 1	10	Yes	1, 2, 3
Thesis and Annotated Bibliography	11	10	Yes	2, 4
Final Paper	15	15	Yes	2, 4
Final Presentation	15	10	Yes	2, 4

Exhibition Review – Week 5 – 20%

You will be asked to attend a design exhibition on Week 3 during class hours and write an exhibition review based on your visit. Instructions and a more detailed rubric will be provided in class during Week 2.

Medium Article – Weeks 4, 5, 6, 7,9,10, 11, 12 – 35% (5% each, with lowest dropped)

During most weeks where readings are assigned, you will be required to write a 250-word medium article. Details about the format and requirements will be provided in class during Week 2, along with an example from the professor.

Showcase Presentation – As Assigned – 10%

You will be assigned one week in which you will present your medium article to the class and stimulate discussion based on your writing. Details about the format and requirements will be provided in class during Week 2, along with an example from the professor.

Thesis and Annotated Bibliography – Week 11 – 10%

Your final paper will be an argumentative essay which will respond to one of a number of questions provided by the instructor during Week 9. Before you begin writing your paper, you will be required to propose a thesis along with a number of sources that will aid you in writing the paper. Instructions for the thesis and annotated bibliography will be given in Week 9.

Final Paper – Week 15 - 15%

Your final paper will be an argumentative essay which will respond to one of a number of questions provided by the instructor during Week 9. You will be required to respond to comments on your thesis and annotated bibliography provided by the instructor. You will also be required to submit a draft of the essay two weeks before it is due.

Final Presentation – Week 15 - 10%

You will present a synopsis of your final paper to the class. Detailed instructions and rubric to be provided during Week 10.

TESTING AND ASSIGNMENT POLICY:

Late assignments are subject to a 10% penalty on your project grade, which can heavily affect your course grade depending on the percentage of your final grade the project is worth.

Projects submitted more than five days late may not be accepted. If you need an extension on a project deadline, speak with me as early as possible to discuss your options.

REQUIRED MATERIALS:

To purchase (available at bookstore):

Woodham, Jonathan M. *Twentieth Century Design*. Oxford, Oxford University Press, 1997.

Available on Blackboard (check weekly schedule):

Antonelli, Paola (ed.). *Design and the Elastic Mind*. New York, Museum of Modern Art, 2008.

Calkins, Earnest Elmo. "What Consumer Engineering Really Is." *The Industrial Design Reader*, edited by Carma Gorman. New York, Allworth Press, 2003, pp. 129-132.

Heskett, John. *Design: A Very Short Introduction*. New York, Oxford University Press, 2002.

Jencks, Charles. "The Post-Modern Information World and the Rise of the Cognitariat." *The Industrial Design Reader*, edited by Carma Gorman. New York, Allworth Press, 2003, pp. 223-227.

Julier, Guy. *The Culture of Design*. Los Angeles, Sage, 2014.

Margolin, Victor. "Design for a Sustainable World." *Design Issues*, vol. 14, no. 2, 1998, pp. 83-92.

Mattern, Shannon. "Exhibition Reviews: Talk to Me: Design and the Communication Between People and Objects." *Design and Culture*, vol. 4, no. 3, 2012, pp. 369-372.

McCoy, Katherine. "A Cold Eye: When Designers Create Culture." *Print*, vol. 56, no. 3, 2002, pp. 181-3.

Norman, Donald. "Three Teapots." *Emotional Design: Why We Love (Or Hate) Everyday Things*. New York, Basic Books, 2004, pp. 1-33.

Petroski, Henry. "Form Follows Failure." *The Evolution of Useful Things*. New York, Vintage Books, 1992, pp. 22-33.

Rams, Dieter. "Omit the Unimportant." *Design Issues* vol. 1, Spring, 1984, pp. 24-26.

Tatum, J.S. "The Challenge of Responsible Design." *Design Issues*, vol. 20, no. 3, 2004, pp. 66-80.

Walker, Stuart. "The Environment, Product Aesthetics and Surface." *Design Issues*, vol. 11, no. 3, 1995, pp. 15-27.

Zeisel, Eva. "On Being a Designer." *Eva Zeisel: Designer for Industry*. Montreal, Le Château Dufresne, Inc., Musée des Arts Décoratifs, 1984, pp. 73-82.

Learning Schedule / Topical Outline (subject to change with notification)
--

Week	Topic / Task	Content / Activities	Resources	Assessment
1 Jan 9 th	Introduction	Ice Breakers Discuss Syllabus In-Class Survey Course Contract	You!	None
2 Jan 16 th	What is Design and Design Culture?	Showcase Presentation Example Medium Article Example Lecture Guest Lecture on Writing About Design (Kristina Ljubanovic)	Julier, Heskett	None
3 Jan 23 th	Field Trip – Design Exchange	Field Trip to Design Exchange	Design Exchange	None
4 Jan 30 th	"Designer"	Showcase Presentation #1 Lecture Group Activity	Zeisel, Rams, Petroski	Showcase Presentation #1 Medium Article #1
5 Feb 6 th	"Consumption"	Showcase Presentation #2 Lecture Group Activity	Norman, Woodham (Chapter 3)	Exhibition Review Showcase Presentation #2 Medium Article #2
6 Feb 13 th	"Production"	Showcase Presentation #3 Lecture	Calkins, McCoy	Showcase Presentation #3

Week	Topic / Task	Content / Activities	Resources	Assessment
		Group Activity		Medium Article #3
7 Feb 20 th	Modern Design Culture and Theory	Showcase Presentation #4 Lecture Group Activity	Woodham (Chapter 2)	Showcase Presentation #4 Medium Article #4
8 Feb 27 th	<p>INTERSESSION: Note: Students who have a concern with their academic standing in this course should consult their instructor.</p> <p>For information on withdrawing from this course without academic penalty, please refer to the following for important academic dates: http://www.georgebrown.ca/registernow/important-dates.aspx</p>			
9 March 5 th	Post-Modern Design Culture and Theory	Showcase Presentation #5 Lecture Group Activity Discuss Final Paper and Presentation Assignments	Jencks, Woodham (Chapter 8)	Showcase Presentation #5 Medium Article #5
10 March 12 th	Sustainable Design	Showcase Presentation #6 Lecture Group Activity	Walker, Margolin	Showcase Presentation #6 Medium Article #6
11 March 19 th	Responsible Design	Showcase Presentation #7 Lecture Group Activity 5-min meeting with professor to discuss annotated bibliography	Tatum, Woodham (Chapter 10)	Showcase Presentation #7 Medium Article #7 Annotated Bibliography and Thesis Due
12 March 26 th	The Digital Turn	Showcase Presentation #8 Lecture Group Activity	Antonelli, Mattern	Showcase Presentation #8 Medium Article #8
13 Apr 2 nd	NO CLASS			First Draft of Paper Due
14 Apr 9 th	Design on Film	In-class Screening (tba) In-class exercise 5-min meeting with professor to discuss first-draft	TBA	None
15 April 16 th	Final Paper Presentations	Final Presentations Course Wrap-up	Final Presentations	Final Paper Final Presentation
Please note: this schedule may change as resources and circumstances require.				
For information on withdrawing from this course without academic penalty, please refer to the College Academic Calendar: http://www.georgebrown.ca/Admin/Registr/PSCal.aspx				

GRADING SYSTEM

The passing grade for this course is: D

A+	90-100	4.0	B+	77-79	3.3	C	67-69	2.3	D	57-59	1.3	Below 50	F	0.0
A	86-89	4.0	B	73-76	3.0	C	63-66	2.0	D	50-56	1.0			
A-	80-85	3.7	B-	70-72	2.7	C-	60-62	1.7						

Excerpt from the College Policy on Academic Dishonesty:

The *minimal* consequence for submitting a plagiarized, purchased, contracted, or in any manner inappropriately negotiated or falsified assignment, test, essay, project, or any evaluated material will be a grade of zero on that material.

To view George Brown College policies please go to: www.georgebrown.ca/policies

Resources and Support for Students

The College is committed to the success of its students. To this end, a number of academic and administrative departments and services have been developed to support them. It's important for you to know what some of these services are in case you have to offer students advice for remediation or information on where to receive appropriate counselling.

- **Library Learning Commons (LLC):** Situated at St. James (at 200 King East, the main floor and basement), the LLC provides open access computer services, Microsoft Office and course-related software, and printing/copying services; and provides research materials in a variety of formats.
- **The Tutoring and Learning Centre (TLC):** Is located in Room 430A and is available to all post-secondary students at the College. TLC delivers assistance to students for English and math and is staffed by peer tutors and fulltime professors.
- **The Peer Tutoring Program:** Is for students who're having difficulty in a subject. There is no charge to the student receiving the tutoring. Peer Tutors are found in the Orange Box at 230 Richmond and in Room 518 at 341 King.
- **Counseling & Disability Services:** Students with physical, emotional and/or learning disabilities can obtain support to help them with their studies through the Disability Services Department. Counsellors are available to help students with personal, career, or school-related problems. Contact 416-415-5000 ext. 2107 or letstalk@georgebrown.ca