

Liverpool John Moores University

Title: Key Ideas in Design and Society: Product Design
Status: Definitive
Code: **4005PD** (117710)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool School of Art & Design
Teaching School/Faculty: Liverpool School of Art & Design

Team	Leader
Jon Spruce	Y

Academic Level: FHEQ4
Credit Value: 24.00
Total Delivered Hours: 20.00
Total Learning Hours: 240
Private Study: 220

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	12.000
Seminar	8.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS2	Written Essay	75.0	
Report	AS1	Written Review	25.0	

Aims

- The module will provide historical context and introduce a methodology for understanding of how the design informs contemporary society.
- By placing the image/artifact at the heart of Modernity, the module will look at how it has developed, through art, design and film – starting from the voyeuristic gaze of the 19th century flâneur and finishing with the visual/design language of contemporary web/interactive/haptic platforms in contemporary design.
- The module will deliver an understanding of the use and effect of design in

contemporary society and its critical reflection.

Learning Outcomes

After completing the module the student should be able to:

- 1 1: Examine and question the nature of design, as the basis for an exploration of the relationship between design and its social and commercial context/s.
- 2 2: Present written work in relation to design history and theory. Present and discuss the role of the visual image in contemporary design.
- 3 3: Investigate, analyse and employ research material from relevant sources in relation to design.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Essay	1	2
Report	3	

Outline Syllabus

- *Critical thinking*
- *Historical context*
- *Contemporary practice*
- *Writing and time management skills*
- *Interdisciplinary practice*
- *Course visits to museums, studio's and relevant design orientated places of interest*
- *Look at practice and business – design and marketing*
- *Visual thinking and Analysis*
- *Advertising and its influence on design*
- *Design thinking*

Learning Activities

The module will be delivered through a series of timed lectures, studio seminars and organised visits.

References

Course Material	Book
Author	Barnard, M.
Publishing Year	2001

Title	Approaches to Understanding Visual Culture
Subtitle	
Edition	
Publisher	Palgrave Press, Basingstoke
ISBN	

Course Material	Book
Author	Crouch, C.
Publishing Year	2001
Title	Modernism in Art, Design and Architecture
Subtitle	
Edition	
Publisher	MacMillan Press, London
ISBN	

Course Material	Book
Author	Highmore, B.
Publishing Year	2009
Title	The Design Culture Reader
Subtitle	
Edition	
Publisher	Routledge, London
ISBN	

Course Material	Book
Author	Davies, C. and Parrinder, M.
Publishing Year	
Title	Limited Language
Subtitle	Rewriting Design: Responding to a Feedback Culture
Edition	
Publisher	Birkhauser Verlag, Switzerland
ISBN	

Course Material	Book
Author	Mirzoeff, N.
Publishing Year	1998
Title	The Visual Culture Reader
Subtitle	
Edition	
Publisher	Routledge, London
ISBN	

Course Material	Book
Author	Julier, G.
Publishing Year	2000
Title	The Culture of Design
Subtitle	

Edition	
Publisher	Sage Publications, London
ISBN	

Course Material	Book
Author	Heller, S. et al
Publishing Year	2000
Title	Looking Closer 1,2,3&4
Subtitle	
Edition	
Publisher	Allworth Press, New York
ISBN	

Notes

This module will provide a platform to enable students to think critically and be creative: understand the creative processes in self and others; organise thoughts, analyse, and critically appraise. This includes the capability to identify assumptions, evaluate statements in terms of evidence, detect false logic or reasoning, identify implicit values, define terms adequately and generalise appropriately in relation to design and its contemporary discourses