

## Liverpool John Moores University

Title: Key Ideas in Design and Society (KIDS)  
Status: Definitive  
Code: **4018ID** (117935)  
Version Start Date: 01-08-2011

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

Team	Leader
Gary Brown	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:

Report	1	2
Essay	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**

<b>Course Material</b>	Book
<b>Author</b>	Barnard, M.
<b>Publishing Year</b>	2001

<b>Title</b>	Approaches to Understanding Visual Culture
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Palgrave Press, London
<b>ISBN</b>	

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

<b>Course Material</b>	Book
<b>Author</b>	Davies, C. and Parrinder, M.
<b>Publishing Year</b>	2009
<b>Title</b>	Limited Language
<b>Subtitle</b>	Rewriting Design: Responding to a Feedback Culture
<b>Edition</b>	
<b>Publisher</b>	Birkhauser Verlag, Switzerland
<b>ISBN</b>	

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

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

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

<b>Edition</b>	
<b>Publisher</b>	Sage Press, London
<b>ISBN</b>	

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

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## 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