

Liverpool John Moores University

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Title: Design Dialogues
Status: Definitive
Code: **5005PD** (117715)
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
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Academic Level: FHEQ5
Credit Value: 24.00
Total Delivered Hours: 72.00
Total Learning Hours: 240
Private Study: 168

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	12.000
Practical	34.000
Seminar	24.000
Tutorial	2.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Research Project	80.0	
Presentation	AS2	Presentation	20.0	

Aims

- 1: To develop students understanding of the implications of designers work and its effect upon society, culture, the economy and environment
- 2: To develop an understanding of how cultural and historical knowledge may inform contemporary practice
- 3: To develop appropriate academic research, analysis, communication and intellectual skills
- 4: To enable students to undertake a self directed research focused project, presenting research data, conclusions and a critical evaluation

Learning Outcomes

After completing the module the student should be able to:

- 1 1: Demonstrate an understanding of designers work and its effects upon broader society, cultural economic and environmental issues.
- 2 2: Demonstrate an appreciation of how designers can utilise cultural understanding.
- 3 3: Employ appropriate research and analysis methods in exploring issues and communicating conclusions.
- 4 4: demonstrate the ability to communicate the critical evaluation of a body of work

Learning Outcomes of Assessments

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

Essay	1	2	3	4
Presentation	4			

Outline Syllabus

- *Exploration of design and context - historical, social, cultural and investigations into context/interpretation, context/meaning*
- *Period style in history – context, copies and change*
- *Industrialisation and its effect on design output*
- *Growth of consumer markets – market led/consumer led design*
- *Applications (historical and contemporary) of the terms 'style' and 'taste'*
- *The changing historical relationship, and contemporary distinctions between, industry, crafts and design.*
- *Gender and Design*
- *Macro influences on design: Political, Enconomic, Social, Technological and Environmental change.*
- *Ethical practice and strategies - Designer's responsibility*

Learning Activities

The module will consist of a linked programme of lectures, interactive seminars and tutorials – progressing towards the development of a personal research direction being established. As the module progresses each student will be required to develop a body of research data in an area of their own choosing, demonstrating the application of academic research methods. Critical engagement with subject matter will be evidenced via the production of a personal research project file, with dialogue through tutorials/seminar events further providing opportunity for critical engagement to be demonstrated. A final poster presentation will offer each student the opportunity to communicate their learning outcomes.

References

Course Material	Book
Author	Bayley, S.
Publishing Year	1991
Title	Taste
Subtitle	The Secret Meaning of Things
Edition	
Publisher	Faber, London
ISBN	

Course Material	Book
Author	Dormer, P.
Publishing Year	1987
Title	The Meanings of Modern Design
Subtitle	
Edition	
Publisher	Thames and Hudson, London
ISBN	

Course Material	Book
Author	Heskett, J.
Publishing Year	2002
Title	Toothpicks and Logos
Subtitle	
Edition	
Publisher	Oxford Books, New York
ISBN	

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

Publisher	Sage Press, London
ISBN	

Course Material	Book
Author	Pavitt, J. (ed)
Publishing Year	2000
Title	Brand New
Subtitle	
Edition	
Publisher	V&A Press, London
ISBN	

Course Material	Book
Author	Sparke, P.
Publishing Year	1991
Title	Design in Context
Subtitle	
Edition	
Publisher	Bloomsbury, London
ISBN	

Course Material	Book
Author	Sparke, P.
Publishing Year	1995
Title	As Long as it's Pink
Subtitle	
Edition	
Publisher	Pandora, London
ISBN	

Course Material	Book
Author	Vihma, S.
Publishing Year	1995
Title	Products as Representations
Subtitle	
Edition	
Publisher	UADH, Helsinki
ISBN	

Course Material	Book
Author	Lawson, B.
Publishing Year	1980
Title	How Designers Think
Subtitle	
Edition	
Publisher	Architectural Press, London
ISBN	

Course Material	Book
Author	McDonough, C. and Braungart, M.
Publishing Year	2002
Title	Cradle to Cradle
Subtitle	Remaking the way we make things
Edition	
Publisher	Point Press, New York
ISBN	

Course Material	Book
Author	Norman, D.
Publishing Year	2005
Title	Emotional Design
Subtitle	Why we love (or hate) everyday things
Edition	
Publisher	Oxford Books, New York
ISBN	

Course Material	Book
Author	Sudjic, D.
Publishing Year	2008
Title	The Language of Things
Subtitle	
Edition	
Publisher	Allan Lane, London
ISBN	

Course Material	Book
Author	Walker, R.
Publishing Year	2008
Title	I'm With the Brand
Subtitle	The Secret Dialogue Between What We Buy and Who We Are
Edition	
Publisher	Constable, London
ISBN	

Course Material	Book
Author	Keates, S.
Publishing Year	2003
Title	Countering Design Exclusion
Subtitle	An Introduction to Inclusive Design
Edition	
Publisher	Springer, London
ISBN	

Course Material	Book
Author	Gladwell, M.
Publishing Year	2000
Title	The Tipping Point
Subtitle	How little things can make a big difference
Edition	
Publisher	Little Brown, London
ISBN	

Course Material	Book
Author	Hawken, P.
Publishing Year	1993
Title	The Ecology of Commerce
Subtitle	How Business Can Save the Planet
Edition	
Publisher	Wiedenfields and Nicolson, London
ISBN	

Notes

The way design has become increasingly embedded within our everyday life, our culture, expectations and aspirations needs to be understood by designers. Designers must appreciate the impact of design upon the very nature of our society. It is intended that this understanding and insight will be drawn upon to inform the students' own practice. Consequently many terms, concepts and movements will be introduced to enable a contextualisation of their practice.