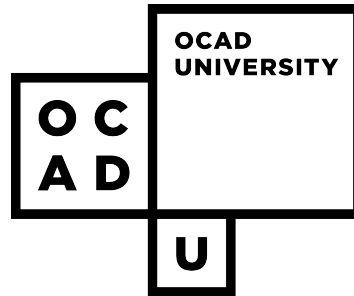


Faculty of Liberal Arts & Sciences
OCAD University
Summer, 2014



Contemporary Design Theories and Practices
VISD 2B38
When: Mondays & Wednesdays 6:30-9:30pm
Where: Lecture Hall, room 230 (100 McCaul)

Professor: Dr. Matthew Ryan Smith (msmith@faculty.ocadu.ca)

- Office Hours: Wednesdays, 5:30-6:30pm, room 325

Teaching Assistant: Behnaz Djabarouti (bdjabarouti@faculty.ocadu.ca)

- Office Hours: Mondays, 5:30-6:30pm, room 325

Credit Value: 0.50 Credit Prerequisite: 3.0 credits of first-year studio and 1.0 credit of first-year liberal arts & sciences (including the Writing course with a minimum passing grade of 60%).

Antirequisite: Students who have taken VISC 2B38: Design Methodologies, VISC 3B11: Design Methodologies: Theories and Concepts, ENVR 3B11 or VISC/VISD 2B38: Design Thinking may not take this course for further credit.

COURSE CALENDAR DESCRIPTION:

Design practice is becoming more interdisciplinary, socially focused, and multifaceted. As a result, design requires new modes of thinking, which includes adapting critical methodologies from fields other than design, including art history, cultural studies, and architectural theory. This course explores a broad range of contemporary design practices such as industrial design, environmental design, and materiality within this nuanced 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 in an effort to better understand how design operates today.

REQUIRED TEXTBOOKS/COURSE PACKS:

This course requires you to purchase a course textbook*** (available on the third floor, 100 McCaul St.). Other required readings are available as E-Reserve and website links on CANVAS. It is your responsibility to complete all readings prior to the lecture.

***Davis, Meredith. *Graphic Design Theory*. London: Thames & Hudson. 2012.

LEARNING OUTCOMES:

- To understand key developments in design theory and practice since the early 20th century, and to identify their impact on contemporary design

practice.

- To prioritize the practices of critical reading, writing, and thinking as a vital part of your design practice.
- To expose you to models of innovative and critical contemporary design thinking.
- To familiarize you with the ideas and approaches of design practitioners themselves and the key thinkers and critics who influence them.

COURSE ORGANIZATION:

Power Point lectures and secondary course readings will be made available online via CANVAS. **Any problems with access should be addressed to the IT helpdesk in Room 317a or Room 664.**

COURSE ASSIGNMENTS AND EVALUATION SCHEDULE:

Assignment	Due Date	Grade Weight
Exhibition Review Assignment	July 14 th , 2014	20%
Midterm Exam	July 21 st , 2014	20%
Blog Assignment	August 11 th , 2014	25%
Final Exam	August 13 th , 2014	25%
Participation	Cumulative	10%

MID-TERM EXAM:

Conflict exams must be reported to the Office of the Registrar within 15 working days after the Final Exam Schedule has been published and released. All requests for Deferred Final Exams due to medically documented and emergency issues must now be requested through the Office of the Registrar.

FINAL EXAM:

Conflict exams must be reported to the Office of the Registrar within 15 working days after the Final Exam Schedule has been published and released. All requests for Deferred Final Exams due to medically documented and emergency issues must now be requested through the Office of the Registrar.

POLICY ON LATE ASSIGNMENTS & INCOMPLETE GRADES:

You must attend class in order to complete the in-class writing quizzes. Only those with a documented reason will be eligible to makeup an in-class assignment. Please notify me as soon as possible to make arrangements. **All writing assignments must be submitted on their due date at the beginning of class. Submissions at the end of class will be marked one-day late.**

- The penalty is a 5% deduction from your final grade for every day late, including the weekend.
- Late assignments must be submitted BOTH electronically for date verification and as a hard copy at the next available class.

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 floor; using your laptop appropriately (i.e. not for email, Facebook, Twitter, or other social networking websites).

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 the following web link for more information. <Web link to the academic policy on plagiarism>

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 the following web link <Web link to Student Policies> 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:

1. June 30 – Course Introduction

2. July 2 – A Society of Spectacles

- Meredith Davis, *Graphic Design Theory*, 134-149, 170-173.
- Guy Debord, *The Society of the Spectacle*, 1-20. (CANVAS)
- (Optional): The Age of Persuasion: Repetition, Repetition, Repetition, URL: <http://www.cbc.ca/ageofpersuasion/episode/2009/07/24/season-3-repetition-repetition-repetition/>

3. July 7 – The Legacies of Functionalism

- Meredith Davis, *Graphic Design Theory*, 86-98, 149-170.
- Adrian Forty, "The Legacy of Modernism," (CANVAS)

4. July 9 – The Machine and its Making

- Meredith Davis, *Graphic Design Theory*, 45-49.
- Eva Zeisel, "On Being a Designer," (CANVAS)
- Walter Benjamin, "The Work of Art in the Age of Mechanical Reproduction" (CANVAS)

5. July 14 – Design and Postmodernism

- **EXHIBITION REVIEW ASSIGNMENT DUE**
- Meredith Davis, *Graphic Design Theory*, 174-205.
- Charles Jencks, "The Post-Modern Information World and the Rise of the Cognitariat," (CANVAS)
- The Age of Persuasion: "Diversity in Advertising," URL: <http://www.cbc.ca/ageofpersuasion/episode/season-5/2011/06/18/seasonfive-diversity-in-advertising-1/>

6. July 16 – Sustainability and Design / MiD-TERM REVIEW

- Meredith Davis, *Graphic Design Theory*, 98-99.
- Emily Pilloton, "(Anti)Manifesto: A Call to Action for Humanitarian (Product) Design," (CANVAS)
- Victor Margolin, "Design for a Sustainable World," (CANVAS)

7. July 21 – MID-TERM EXAM

- No readings assigned.

8. July 23 – Guest Lectures: Design Professionals

- Readings: TBA

9. July 28 – Intersections Between Art and Design

- Meredith Davis, *Graphic Design Theory*, 100-105, 132-134.

- Geoffrey Batchen, “Ectoplasm in the Digital Age,” (CANVAS)
- Anandi Ramamurthy, “Spectacles and Illusions: Photography an Commodity Culture,” (CANVAS)

10. July 30 – Meaning, Culture, and Ideology

- Meredith Davis, *Graphic Design Theory*, 30-45.
- K. McCoy “A Cold Eye: When Designers Create Culture,” (CANVAS)
- Robert Venturi, Excerpts from *Complexity and Contradiction in Architecture*, (CANVAS)

11. August 4 – NO CLASS (SCHEDULED HOLIDAY)

12. August 6 – Viewer Dynamics and the Art of Persuasion

- Meredith Davis, *Graphic Design Theory*, 128-131, 217-220.
- Sarah Ahmed, “Happy Objects,” (CANVAS)
- Shouse, “Feeling, Emotion, Affect,” (CANVAS)
- (Optional): The Age of Persuasion: Emotion, URL:
<http://www.cbc.ca/ageofpersuasion/episode/2008/05/08/emotion/>

13. August 11 – The Future of Design Practice / Final Exam Review

- **BLOG ASSIGNMENT DUE**
- Meredith Davis, *Graphic Design Theory*, 206-217, 221-234.
- David Holston, “The New Designer: New Skills for the Conceptual Economy,” (CANVAS)

14. August 13 – FINAL EXAM

OCAD UNIVERSITY RESOURCES:

Writing and Learning Centre:

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: <Writing and Learning Centre e-mail link>** 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. Please see the following web link for more information. <Web link to the Writing and Learning Centre>

Services for Students with Disabilities

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. Please see the following web link for more information. <Web link to the Centre for Students with Disabilities>

Dorothy Hoover Library

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