

<b>Module title</b>	Design Culture and Theory
<b>Semester (semester1/semester2 if applicable)</b>	Semester 2
<b>Module credit number of units</b>	5 ECTS
<b>Assessment</b>	100% Continuous Assessment

### Module aims and objectives

This module provides a common core of design culture and theory taken by all learners on the design undergraduate programmes. While the learning outcomes are the same no matter which of the programmes you are following, your output from this module will reflect the media and approaches of your chosen programme. This module brings together students from all undergraduate programmes to give you the opportunity to engage in analysis of your own and others' ideas in a challenging and creative environment.

Learners will be introduced to the ways in which the contemporary design context and theory inform design practice. It will introduce them to ways in which designers engage with ideas, encourage the learner to explore your own work through critical reflection on the debates and practices of design and see the applicability of these to your own discipline.

You will explore the significance of context in relation to the movements after Modernism and appraise different contributions to modern architecture and design. The module prepares learners critically and theoretically for the thesis in the final year of their honour degree.

On successful completion of this module, the learner will be able to:

1. Apply research skills in the appraisal of the Modernist movement in terms of its origins and development within an aesthetic, cultural, social, historical and political context
2. Demonstrate an understanding of the Post-modern movement
3. Critically appraise different historical and contemporary contributions to modern architecture and design
4. Apply critical approaches to works of art, design and architecture

### Module content

CLASS PLAN/ MODULE CURRICULUM		
Semester 1 / Week no	Topic No	Topic Name
1.1	1	<p>Introduction to Module and Assignments</p> <p>What role does the designer play in industry, culture and society?</p> <p>The socio-economic, historical and technological factors are shaping design.</p>

		<p><b>Abstract Art:</b> Modernism and Abstraction in Art, moving from the real to the abstract. Kandinsky, Malevich, Suprematism, the Russian Avant-Garde, Constructivist Graphic Design in the machine age.</p> <p><b>De Stijl.</b> Modernism and Abstraction in Art, Design and Architecture. Van Doesburg, Mondrian, Rietveld's Schröder House and his iconic 'Red/Blue chair as an example of form over function</p>
1.2	2	<p><b>Bauhaus: 'Art and Technology: a New Unity'.</b> Design for industry and mass production, modern materials. Gropius, Breuer, Mies van der Rohe, Brandt. Herbert Bayer and the New Typography</p> <p><b>Le Corbusier: 'A house is a machine to live in'.</b> Functionalism, Purism, The International Style. The Villa Savoye as embodying his 5 Points of Architecture. His controversial city planning for the masses</p>
1.3	3	<p><b>Eileen Gray:</b> An Irish Designer in France. Her move from luxury lacquer to Modernist furniture for mass production, lighting and architecture. Her Modernist home E1027, the influence of De Stijl</p> <p><b>'Gray Matters':</b> Documentary film on Eileen Gray (2014, dir. Marco Orsini) to be shown in class today</p>
1.4	4	<p><b>Art Deco: 1925</b> Exposition Internationale, exclusive, hand-made design in post-war France, and its adaptation in the US after the Wall Street Crash, streamlining in design in response to the economy</p> <p><b>Art Deco Graphics:</b> Advertising for music, cabaret, dance, fashion, glamorous transport: trains, cars and ocean liners as escapist, celebratory. Johnston's and Beck's designs for the London Underground</p>
1.5	5	<p><b>Frank Lloyd Wright:</b> Organic Architecture, use of natural materials, response to the landscape, the Prairie School of Architecture, Falling Water. The Cranbrook Academy of Art, <b>Eero Saarinen, Charles and Ray Eames:</b> pioneers of organic design, use of moulded plywood and later moulded fibreglass</p>
1.6	6	<p><b>Scandinavian Modern:</b> a response to human needs, Alvar Aalto's designs for the Paimio Sanatorium, Arne Jacobsen's Ant, Egg, Swan Chairs for Royal Hotel Copenhagen, Verner Panton's Stacking Chair</p>
1.7	7	<p><b>John Berger's <i>Ways of Seeing</i>,</b> The Male Gaze and the Female Gaze in Art, Advertising, Film and Photography. Hitchcock's films as carriers of the male gaze and voyeurism in feminist film criticism</p>
1.8	8	<p><b>Art &amp; Design in the Age of Mass Media:</b> consumer culture and the 1960s 'youthquake', Richard Hamilton's critique of Americanised popular culture, Lichtenstein, Warhol, Pop Art, Terence Conran's Habitat, Mary</p>

		Quant's mini skirt, Italian PVC furniture, counterculture/psychedelia in music posters
1.9	9	<b>Product Design from Postwar to Postmodern:</b> Raymond Loewy and Streamlining, Dieter Rams, Braun, Richard Sapper, Sony, Philippe Starck, Marc Newson, Apple, Jonathan Ive, Karim Rashid
1.10	10	<b>Theorists on Postmodern Design, Architecture and Culture:</b> Roland Barthes' <i>Mythologies</i> , Bernard Rudofsky, Dieter Rams' 10 Principles of Good Design, Robert Venturi, Walter Benjamin's <i>The Work of Art in the Age of Mechanical Reproduction</i> , Robert Hughes' <i>Mona Lisa Curse</i> , Gramsci
1.11	11	<b>Design as Status Symbol:</b> Memphis, Ettore Sottsass, Olivetti, Sapper, Marco Zanuso, Joe Colombo, Gio Ponti, Mario Bellini, Alessandro Mendini in Milan. <b>'Starchitects' and the Rise of the Star Designer:</b> Norman Foster, Frank Gehry, Zaha Hadid, Daniel Libeskind, Rem Koolhaas, Tadao Ando
1.12	12	<b>Visit the National Museum of Ireland</b> , Collins Barracks. Tour of the Eileen Gray and Irish Furniture Exhibitions

## Reading lists and other information resources

### Recommended Reading:

- Bony, A. (2005) 'Design. History. Main Trends. Major Figures'. Chambers Art Library
- Fallan, K. (2010) 'Design History. Understanding Theory and Method'. Berg
- Lees-Maffei, G. & Houze, R. (eds) (2010) 'The Design History Reader'. Berg
- Miller, P. (2017) 'History and Its Objects: Antiquarianism and Material Culture since 1500'. Cornell University Press.
- Newson, A., Suggett, E. & Sudjic, D. (2016) 'Designer Maker User'. Phaidon Press

### Secondary Reading

- Berger, J. (1990) 'Ways of Seeing': Based on the BBC Television Series. 1st edition. Penguin Books
- Fiell, C. & P. (2001) 'Design of the 20th Century'. Taschen
- Morgan, C.L. (2000) '20th Century Design: A Reader's Guide'. Architectural Press
- Sparke, P. (1999) 'A Century of Design: Design Pioneers of the 20th Century'. Mitchell Beazley
- Woodham, J. (1997) 'Twentieth-Century Design'. Oxford University Press

BCC2 documentary the Genius of Design