

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

Course Material	Book
Author	Barnard, M.
Publishing Year	2001

Title	Approaches to Understanding Visual Culture
Subtitle	
Edition	
Publisher	Palgrave Press, London
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	Davies, C. and Parrinder, M.
Publishing Year	2009
Title	Limited Language
Subtitle	Rewriting Design: Responding to a Feedback Culture
Edition	
Publisher	Birkhauser Verlag, Switzerland
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	

Course Material	Book
Author	Highmore, B.
Publishing Year	2009
Title	The Design 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 Press, London
ISBN	

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

Introduction Understanding Visual Culture Explanation and Understanding: Visual Culture and Social Science Interpretation and the Individual Expression and Communication Feminism: Personal and Political Marxism and the Social History of Visual Culture Semiology, Iconology and Iconography Form and Style Conclusion Bibliography.Â MALCOLM BARNARD is Senior Lecturer in the School of Art and Design at the University of Derby, where he teaches the history and theory of art and design. He holds a BA in Philosophy and Sociology and a PhD in Philosophy from the universities of York and Warwick, and his publications include Fashion as Communication and Art, Design and Visual Culture: An Introduction. Show More. â€œVisual cultureâ€ may be understood in a non-specific, general sense pointing to any kind of cultural entity, from individual artifact or classes of artifacts. through particular media to complex displays, configurations, settings, forms. Culture implies a series of options regarding the object of study as well as. theory and method. In order to be fully appreciated, they must be situated. and understood in relation to art history and its increasingly pluri-, inter- and. transdisciplinary exposure to anthropology, sociology, media and communication studies, etc. Barnard 9780333772881 Approaches to Understanding Visual Culture.Â Media in Asiaâ€ 9780415548956 Hood â€œHIV/AIDS, Health and the Media in Chinaâ€ 9780415470985 Haiqing Yu â€œMedia and Cultural Transformation in Chinaâ€ 9780415447553 Christensen â€œUnderstandingÂ Moore, Collons, May â€œAdvertising and Public Relations Lawâ€ 9780415965484 Boush, Friestad, Wright â€œDeception in the Marketplaceâ€ 9780805860863 Alia â€œMedia Ethics and Social Changeâ€ 9780415971997 Greer â€œCrime and Mediaâ€ 9780415422383 Marsh, Melville â€œCrime, Justice and the Mediaâ€ 9780415444903 Stabile â€œWhite Victims, Black Villainsâ€ 9780415374927 Lindner â€œGlobalization, Violence and the Visual Culture of Citiesâ€ 9780203885079 Sylvie, Wicks, Hollifield, Lacy Malcolm Barnard relates the understanding of visual culture to the traditions of natural and social science and applies the theme of scientific understanding to the principal approaches to understanding art and design. Formalist, Marxist, gender-based, semiological, hermeneutic, and expressionist approaches to visual culture are clearly explained, through a wide variety of examples from fashion, architecture, film, fine art, and comics. ...more. Get A Copy. Amazon. 2 Visual Studies 1: Understanding Visual Culture. Contents Before you start 6. Part One Theory, Art and Visual Culture 13.Â The different parts of the course reflect this problematizing approach by addressing the concepts that have driven debate in the recent past. It pays to be alert to the pitfalls this creates since the language of theory is itself also theorized. When this happens you will probably get a sense of vertigo and begin to think you dont understand what is being said.