

UNSW Foundation Year Design and Media

Standard Plus Course

Semester 1

Subject Guide



UNSW



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PLEASE READ THIS IF YOU INTEND TO DO DESIGN AT UNSW FOUNDATION YEAR AS IT WILL NOT ONLY EXPLAIN THE COURSE OBJECTIVES AND PROGRAM BUT ALSO HELP YOU UNDERSTAND WHAT IS REQUIRED OF YOU AS A STUDENT OF DESIGN.

UNSW Foundation Year
NewSouth Global
UNSW
Sydney NSW 2052

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Introduction

Syllabus

This design course provides you with opportunities to explore the nature of design and its role in society and industry. No matter what your background or experience with design, you will come to understand and value through direct experience, research and discussion, how designers use a process to solve problems and answer design briefs.

Through lectures, tutorials and studio activities you will evaluate designed works and environments to understand the influences and constraints that effect and shape design within the context of appropriate function and form.

The study of design in this course involves an integrated approach. Different dimensions of design are explored to help you understand the meaning and value of designed works and to appreciate the range of influences upon a designer's work. Understanding will come through the study of the objective, subjective and social aspects of design in many cultures and periods of history.

Commercial aspects of the design production cycle are studied such as resources, materials, innovation and marketing.

Case studies are used from product design, graphic design, wearable design and architecture and interior architecture.

You will explore and investigate the natural and designed world and use the perceptions gained through these experiences as a basis for developing and giving form to your ideas in design projects.

Design briefs for the design projects will challenge and extend your intellectual and technical skills, as well as promoting teamwork and co-operation. You will investigate and experiment with media, materials and technologies to develop concepts, realise plans, models, prototypes or real solutions.

Through the critical and historical study of other's designs and their design philosophy, you learn to appreciate the meaning and value of designs, and make appropriate decisions for your own practice. You will consider the relationship between design, technology and society, including ethical issues of ecologically responsible design (using efficient and sustainable materials and technologies), ownership, copyright and appropriations of ideas, gender issues including the role of women in design, and the short and long term consequences of designed works.

You will gain an understanding of the forces that promote and hinder design activities, the development of innovation, motivation and opportunity, success and failure. Using case studies you explore the nature of entrepreneurial activity, agencies affecting such activity, and issues relating to product development.

Course Program

Content The content of the Standard Plus Design Course in Semester 1 is developed through 22 units of study in 22 weeks.

The course is 5 hours/week, 120 hour subject with lectures (1hr/wk), group tutorial presentations (1hr/wk), studio activities including design projects (3hrs/wk) and excursions with related research assignments.

A Research Project component of 2hrs/wk, totalling 52 hours may be undertaken in addition to the basic course. It includes a second lecture (1hr/wk) and 1 hour extra for research activities.

Lectures Large group lectures are given to all students and are designed to provide background knowledge, introduce important concepts, give an overview of the topic area and issues to be considered and provide advice on how to approach readings and tutorial presentations. You are expected to be actively involved in listening, taking notes, copying diagrams, etc.

Tutorials Tutorials are small group classes discussing and presenting work about various designers, styles and periods in design history. See sections on *Tutorials* and *Tutorial Topics and Dates* in this tutorial book.

Studio Practice A major emphasis of this course is on design projects and practical hands-on activities using a range of media and techniques to develop images, objects and environments in the practice of designing and making designs. For weekly studio practice you require a folio, a diary, media and equipment and projects in progress. Projects in progress require regular evaluation and discussion with your lecturer.

Your folio will form the basis of a portfolio to be prepared for interview and assessment for selection procedures to some Schools of Design in Australian universities.

Your folio presentation is important ensuring up-to-date and clearly annotated work. Types of media and techniques to be used will be determined by available studio facilities. Failure to bring all materials every week will hinder progress. See sections of *Design Projects*, *Design Folio* and *Design Process*.

Course Objective and Outcomes

Objectives

In this course you will:

- design, make and evaluate a range of images, objects and environments;
- study intrinsic and extrinsic qualities of design works;
- investigate and interpret design works within changing cultural and historical contexts; and
- evaluate marketing strategies and entrepreneurial activity as they relate to design works as products.

At the end of this course you should be able to:

- use materials, technologies and conventions to construct design works which combine function and symbolic form;
- interpret and identify the parameters of a design brief;
- research information to use to make decisions and justify choices;
- use observation, imagination, speculation, association and innovation to explore creative ideas for design works;
- develop ideas and forms by experimenting, manipulating, arranging, refining, ordering and reordering and trialling;
- apply critical and evaluative judgements throughout the design process;
- construct an argument or explanation about the value of design works based on observation, description, analysis and interpretation;
- value the role of design and designers in the community and recognise the ways in which design works and designers shape our culture and environment;
- present a sustained logical persuasive argument in writing that reflects informed views about the quality of work and uses the terminology appropriate to the critical study of design;
- understand the practices used by historians to investigate and interpret the functions and meanings of design works within the context of time and place;
- analyse the ways in which cultural factors such as values, beliefs, technologies, economics and social patterns influence the forms, styles, conventions and symbolic meanings of design works; and
- analyse factors that have influenced the development of specific innovations, marketing strategies and entrepreneurial activity in design works.

Course Objective and Outcomes (cont'd)

Objectives

All forms of design (for example graphic, interior and exterior architecture, wearable, and product design) may be undertaken.

You may use media and techniques such as the following:

- *drawing* - freehand, measured, computer for images, plans, illustrations, cartoons, etc;
- *painting* - all forms of colour;
- *graphics* - etching, computer graphics, lino and wood block printing, lithography, photostatics, serigraphy;
- *modelmaking* - all forms;
- *photography* - black and white and colour;
- *textiles and fibre* - applique, batik, embroidery, printed, dyed, painted fabrics, weaving;
- *sculpture* - all 3-D forms in any materials;
- *ceramics* - fired clay objects;
- *wearables and jewellery* - all forms of objects intended for adornment;
- *film and video*- making film and video including animation, computer video, dramas, documentaries, slide/sound presentations;
- *woodcraft, metalwork, plastic forming and working with found objects, recycled materials.*

Excursions

As part of your course you have the opportunity to view and explore aspects of design works in museums, studios or workplaces of designers. The whole class attends each excursion. They are compulsory. During each excursion guides present information about the exhibition, design projects, displays or work in progress. After each excursion, you prepare a report or complete a research assignment.

Weekly Design Review

Each week you are expected to read, review and discuss or summarise newspaper and magazine articles, television, radio, films, computer web sites related to design and design issues. The local Sydney newspaper *The Sydney Morning Herald* includes DOMAIN a design paper, SPECTRUM, an Arts journal and GOOD WEEKEND, a lifestyle magazine. Use these papers to keep you up-to-date on “What’s on in Sydney” for design students. There are many other design journals and magazines relevant

Course Objective and Outcomes (cont'd)

Weekly Design Review (cont'd)

to your area of interest that you could use. Other journals you could use are Design Issues, Design Journal, Monument, Wallpaper, Architectural Review, to name a few.

Design Activities (outside hours)

Design is all around you. You are encouraged to pursue your interest in design outside class hours. There are many design-related activities, events, places and exhibitions for you to visit in your city of residence and beyond. You are informed about Design events in Sydney but you are also responsible for finding out about them too.

Consult- ations

Consultation times are scheduled each week to receive more personal (individual) assistance with specific projects or questions to clarify project ideas or tutorial presentations. Consultations are not meant to be mini-lectures to large groups. You only attend consultations if you need extra assistance. Access to the lecturer through e-mail is also available.