

Syllabus
Course description

Course title	Cultural Anthropology
Course code	97133
Scientific sector	M-DEA/01
Degree	Bachelor in Design and Art (L-4)
Semester	Summer semester 2022/2023
Year	2 nd , 3 rd
Credits	8
Modular	No

Total lecturing hours	30
Total hours of self-study and/ or other individual educational activities	about 170
Attendance	not compulsory but highly recommended
Prerequisites	none
Maximum number of students per class	30

Course description	<p><i>The course belongs to the class "caratterizzante" in the curriculum in Design.</i></p> <p>This course is divided into three parts that will allow the students to acquire the most important knowledge and tools related to cultural anthropology and the ethnographic method so that they can be able to use these in their educational and professional development in their understanding and approach to art and design. In the first part we will explore the most important theories in cultural anthropology and the students will learn how to do fieldwork and how to adapt the ethnographic method to the understanding of different settings, objects and artworks. In the second part we will focus on the anthropological approach to material culture and art with a particular focus on the social life of objects as well as on the symbolic and ritual use of spaces, objects and artworks in contemporary cultures. In the last part we will use the knowledge and tools acquired to develop an anthropological analysis of a setting, an object or artwork of the students' choice based on a short fieldwork experience.</p>
Specific educational objectives	<p>Knowledge and understanding</p> <ul style="list-style-type: none"> - have acquired a solid background in cultural anthropology allowing them to combine their technical-

	<p>media skills with theoretical reflection, a necessary prerequisite for approaching the complex phenomena of today's society with awareness and being prepared to act as active participants.</p> <ul style="list-style-type: none"> - have acquired the ability to grasp and analyse contemporary cultural and social phenomena that characterise design and art. <hr/> <ul style="list-style-type: none"> - the tools to analyze and understand the objects, materials and artworks they encounter as embedded in a social and cultural system - the ability to question current meanings, values and rules related to objects and artworks through an anthropologically informed critical reflection; - the ability to capture and analyze contemporary cultural phenomena related to design and art through an ethnographic gaze.
Lecturer	<p>Anna Fedele e-mail: fedele.anna@unibz.it, webpage: https://www.unibz.it/de/faculties/design-art/academic-staff/person/39645-anna-fedele; http://annafedele.com/</p>
Scientific sector of the lecturer	M-DEA/01
Teaching language	English
Office hours	After the lectures (by appointment via mail please to coordinate the schedule)
List of topics covered	<p>History, methodology and practice of contemporary cultural anthropology</p> <ul style="list-style-type: none"> - Description and ethnographic analysis of everyday objects and artworks - Relations between human behavior and particular shapes of objects - Understanding of the ways in which objects and artworks are embedded in society.
Teaching format	Frontal lectures, exercises, field trips
Expected learning outcomes	<p>Disciplinary competence</p> <p><i>Knowledge and understanding</i></p> <ul style="list-style-type: none"> - have acquired the basic knowledge to be able to turn a critical eye to their own work and to deal with contemporary complexity - have acquired the basic culture-theoretical and anthropological knowledge necessary for further Master's studies in all components of project culture as well as in a scientific and theoretical subjects. - have acquired the knowledge of the social functions of art and design

- have acquired the an intuitive and empathetic approach to people
- have acquired the a critical approach to the meaning ascribed to artefacts

Applying knowledge and understanding

- recognise the main phenomena of contemporary society, to observe them critically, also from an ethical and social point of view, and to elaborate appropriate solutions at the level of a design proposal/response.
- make use of the skills acquired during the course of study in the event of continuing studies in a Master's degree programme in the field of design and to develop them further.
- have acquired the basic knowledge necessary to understand scientific texts about complex topics related to cultural history and cultural anthropology

Transversal competence and soft skills

Making judgements

- Be able to make independent judgements, both in the critical evaluation of their own work and in their ability to use the right interpretative tools in those contexts in which they will work professionally in design and/or continue their studies, also considering ethical and social aspects.
- Achieve a good autonomy of judgement aimed at developing one's own design capacity and the set of decisions (scientific and theoretical) necessary to carry out a project to its' conclusion.
- Achieve a good autonomy of judgement in the critical evaluation of their work and in their ability to use correct interpretative methods in relation to the contexts in which they will apply their design practice and/or continue their studies, also considering ethical and social aspects.

Communication skills

- to professionally communicate and substantiate their own decisions and justify them from a formal, technical and scientific point of view.
- present at a professional level their own project in the field of Cultural Anthropology, orally and in written form;
- communicate and motivate at a professional level the reasons for their choices and motivate them from a scientific and theoretical point of view;

	<ul style="list-style-type: none"> - The course develops a specific scientific practice of cultural anthropology to write and analyse objects and individual art or design concepts. This practice will heighten the students' capacity to communicate and to construct productive contexts of communication. <p><i>Learning skills</i></p> <ul style="list-style-type: none"> - have developed a creative attitude and learned how to enhance it and develop it according to their own inclinations. - have learned an anthropological methodology understood as the ability to identify, develop and implement solutions to complex design problems by applying the knowledge acquired in the technical, scientific and theoretical field necessary to establish a professional activity and / or continue their studies with a master's degree; - acquired a basic knowledge of theoretical, scientific disciplines combined with a suitable study methodology to continue their studies with a master's degree;
<p>Assessment</p>	<p>Assessment is based on oral presentations, the participation in group discussions and a final paper. The final paper will be used to verify the capacity to blend ethnographic findings and anthropological theory in the context of design and art.</p> <p>Students who wish to achieve 8 cp will also develop an ethnographically grounded research plan on a topic of their choice related to the intersections of anthropology and design, conducting preliminary fieldwork that illustrates the feasibility of the project.</p>
<p>Assessment language</p>	<p>The same as the teaching language</p>
<p>Evaluation criteria and criteria for awarding marks</p>	<p>The final assessment is based on the content of all the exercises according to the following criteria:</p> <p>clarity of answers, mastery of the ethnographic tools acquired, ability to summarize, evaluate, and establish relationships between topics; ability to analyze fieldwork data; ability to critically approach material culture.</p>
<p>Required readings</p>	<p>Delaney, Carol, L. (2011) <i>Investigating Culture: An Experiential Introduction to Anthropology</i>. 2nd ed. Oxford: Wiley-Blackwell.</p> <p>(selected chapters) Morphy, Howard and Perkins, Morgan (2010) <i>The Anthropology of Art: a Reader</i>. London:</p>

	<p>Blackwell</p> <p>(selected chapters) Mueller, Francis (2021) <i>Design Ethnography: Epistemology and Methodology</i>. Springer online.</p>
<p>Supplementary readings</p>	<p>Clarke, A. (Ed.) (2017). <i>Design Anthropology: Object Cultures in Transition</i>. London: Bloomsbury Publishing.</p> <p>Gunn, W., Otto, T., & Smith, R. C. (Eds.). (2013). <i>Design Anthropology: Theory and Practice</i>. London: Bloomsbury.</p> <p>Schneider, Arnd and Wright, Christopher (2010) <i>Between Art and Anthropology: Contemporary Ethnographic Practice</i>. Oxford: Berg.</p>