

## Syllabus

### Course description

<b>Course title</b>	<b>History of Design 2</b>
<b>Course code</b>	97052 (opt for students enrolled before 2018/19) - 97115
<b>Scientific sector</b>	ICAR/13
<b>Degree</b>	Bachelor in Design and Art (L-4)
<b>Semester</b>	Summer semester 2019/2020
<b>Year</b>	1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup>
<b>Credits</b>	5 CP
<b>Modular</b>	No
<b>Teaching language</b>	English
<b>Total lecturing hours</b>	30
<b>Total hours of self-study and / or other individual educational activities</b>	about 80
<b>Attendance</b>	not compulsory but recommended
<b>Prerequisites</b>	Students of the curriculum in Design enrolled from 2018/19 onward must have passed the exam related to History of Design 1
<b>Course page</b>	-

<p><b>Specific educational objectives</b></p>	<p>From 2018/19 onward, the course belongs to the class "affine o integrativa" in the curriculum in Design.</p> <p><b>Course description:</b></p> <p>The course offers a discussion of selected topics in postwar design history, starting from two iconic exhibitions of the postwar period: 'This is tomorrow' (Whitechapel Art Gallery, 1956) and 'Italy: The New Domestic Landscape. Achievements and Problems of Italian Design' (MoMA, 1972). With the aid of selected readings, the course will critically engage with the evolutions in product design, visual communication and design theory. The developments of the design practice will be contextualised in relation to the wider cultural context of their emergence (social, economic and cultural environments and circumstances) and examined in their relevance for the present times.</p> <p><b>Educational objectives:</b></p> <ul style="list-style-type: none"> <li>• acquisition of advanced knowledge in theory and history of design</li> <li>• acquisition of advanced knowledge concerning design culture</li> <li>• acquisition of advanced knowledge concerning relationships between design theory/history and design practice</li> <li>• acquisition of advanced knowledge concerning relationships between past and present</li> <li>• acquisition of advanced knowledge concerning the contextualization of design approaches in the framework of social, economic and cultural environments</li> <li>• acquisition of advanced knowledge in design thinking</li> </ul>
<p><b>Lecturer</b></p>	<p>Elisabetta Rattalino office F5.08, e-mail: elisabetta.rattalino@unibz.it,</p>
<p><b>Scientific sector of the lecturer</b></p>	<p>ICAR/13</p>
<p><b>Teaching language</b></p>	<p>English</p>
<p><b>Office hours</b></p>	<p>Thursdays (in each week of teachings) from 09:00 h to 10:00 h and from 12:30 h to 13:00 h; on appointment.</p>
<p><b>List of topics covered</b></p>	<p>Pop Culture and Design; Structuralism and Postmodernism; Craftsmanship, Vernacular Material Culture and Modernism; Sustainable Design; Designer-culture, Women Designers and New Designers; Design Thinking and Design Research; Speculative Design.</p>

<p><b>Teaching format</b></p>	<p>classroom lectures, field trip, audiovisual media (documentaries etc.), research assignments &amp; presentations</p>
<p><b>Expected learning outcomes</b></p>	<p><b>Knowledge and understanding</b></p> <ul style="list-style-type: none"> <li>• The expected learning outcome is that students will have been enabled to demonstrate a systematic understanding of the field of design history.</li> <li>• A further expected learning outcome is that students will have developed conceptual insight and ability of analysis (focusing on research skills, theoretical and analytical methods and on how they are applied).</li> </ul> <p><b>Applying knowledge and understanding</b></p> <ul style="list-style-type: none"> <li>• The expected learning outcome is that students will have been enabled to apply their knowledge and understanding in those professional situations in which design history expertise is necessary and required or, in any case, useful and inspiring.</li> </ul> <p><b>Making judgements</b></p> <ul style="list-style-type: none"> <li>• The expected learning outcome is that students will have been enabled to gather and interpret relevant sources, information and documentations from the field of design history, with reference to design or design study topics (e.g. in the concept and research state of projects).</li> <li>• A further expected learning outcome is that students will have been enabled to contextualize historical and contemporary design projects and realizations in the framework of social, economic and cultural environments and circumstances.</li> </ul> <p><b>Communication skills</b></p> <ul style="list-style-type: none"> <li>• The expected learning outcome is that students will have been enabled to communicate to both specialist and non-specialist audiences clearly and unambiguously - with confidence and originality - information, ideas, problems and solutions related to questions and topics of design history.</li> </ul> <p><b>Ability to learn (learning skills)</b></p> <ul style="list-style-type: none"> <li>• The expected learning outcome is that students will have developed those learning skills that are necessary for them to continue to undertake further study of design history with a high degree of autonomy.</li> </ul>

<b>Assessment</b>	<p>The exam will consist in a written test. The related questions will concern</p> <ul style="list-style-type: none"> <li>• the content of the classroom lectures</li> <li>• the content of the a textbook (required readings)</li> </ul>
<b>Assessment language</b>	The same as the teaching language
<b>Evaluation criteria and criteria for awarding marks</b>	<ul style="list-style-type: none"> <li>• correctness of answers</li> <li>• clarity of answers</li> <li>• mastery of course-related language and terminology</li> <li>• demonstration of knowledge and understanding</li> <li>• ability to summarize, evaluate, and establish relationships between topics (ability of contextualization)</li> <li>• skills in critical thinking</li> <li>• ability to summarize in own words</li> </ul>

<b>Required readings</b>	<p>Penny Sparke, Introduction to Design and Culture. 1900 to the present (London: Routledge, 2020)</p> <p>Additional sources will be announced during the course and integrated in our digital Reserve Collection.</p>
<b>Supplementary readings</b>	<b>Additional sources will be announced during the course and integrated in our digital Reserve Collection.</b>