



ESOGU Faculty of Art and Design
Industrial Design Department
COURSE INFORMATION FORM

SEMESTER	FALL
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COURSE CODE	1411xxx	COURSE NAME	Design History and Culture I
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SEMESTER	WEEKLY COURSE PERIOD			COURSE OF			
	Theory	Practice	Laboratory	Credit	ECTS	Type	Language
3	2	0	0	2	3	COMPULSORY (X) ELECTIVE ()	Turkish

COURSE CATEGORY

Basic Education	Design	Natural and Applied Science	Social Science	Art
	x		x	

ASSESSMENT CRITERIA

	Evaluation Type	Quantity	%
MID-TERM	1st Mid-Term	1	40
	2nd Mid-Term		
	Quiz		
	Homework		
	Project		
	Report		
	Others (.....)		

FINAL EXAM		1	60
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PREREQUIEITE(S)	-		
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COURSE DESCRIPTION	Retrospective research and analysis of design as a profession in the context of production, consumption and designer		
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COURSE OBJECTIVES	The course aims to research culture in the context of design, and analyze it methodologically not only through objects and images but also through practices and discourses.		
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ADDITIVE OF COURSE TO APPLY PROFESSIONAL EDUCATION	It provides a meta perspective on profession by analyzing the context and praxis change of design over time. It helps to establish the relationship between design and sociological context, and to understand the designer's relationship with his target audience, customers and other colleagues.		
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COURSE OUTCOMES	Be able to evaluate the relationships between social, economic, ecological and political phenomena and design practices and discourses, Be able to handle the design culture with a more systematic and comprehensive approach, including the object-image.		
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TEXTBOOK	The Culture of Design, Guy Julier An Introduction to Design and Culture:1900 to the Present, Penny Sparke History of Modern Design, David Raizman Objects of Desire, Adrian Forty Pioneers of Modern Design, Nikolaus Pevsner		
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OTHER REFERENCES	Ayrım, Pierre Bourdieu Devrim Çağı, Eric Hobsbawm Aylak Sınıfın Teorisi, Thorstein Veblen		
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TOOLS AND EQUIPMENTS REQUIRED	
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WEEKLY COURSE SYLLABUS

WEEK	TOPICS
1	Course Introduction, Culture and Design Culture Components
2	Medieval, Renaissance, Reformation, the age of discovery
3	Enlightenment, Rationalism, Humanism and Art and Design
4	Design organizations, education and training conditions
5	Forms of production in the age of enlightenment
6	Consumption pattern in design: Bourgeois, Urbanization, Property
7	Industrial Revolution
8	MID-TERM EXAMS
9	Industrialization and design reforms (Arts & Crafts, Aesthetic movement, Gothic, Great Exhibition, Cole)
10	A new metanarrative in design: Modernism
11	Schools and ateliers (Art Nouveau, Werkbund, Vienna Secession, Jugendstijl, Art Deco)
12	Design in time of WW (Futurism, Dadaism, De Stijl, Constructivism)
13	Bauhaus, modern design and designer for industry
14	American system and mass production, fordism
15	Working class, development of taste, democratic and responsible consumption
16	FINAL EXAMS

NO	PROGRAM OUTCOMES	Contribution Level		
		3	2	1
1	Within cultural, historical and artistic context the ability to integrate theoretical knowledge about production and consumption mechanisms into the design practice;	X		
2	The ability to plan the design process, to choose and use appropriate methods and techniques;			X
3	The ability to identify design problems and related sub-problems and to produce creative solutions with a critical and dialectical approach;			X
4	The ability to design in terms of spatial thinking using design principles and elements;			X
5	The ability to make applications in the interaction of aesthetics and function using design elements and means and to evaluate these applications;			X
6	The ability to visualize and present using two and three dimensional design tools;			X
7	The ability to follow and apply technological developments, current design approaches, sustainable production methods, materials and innovations in the field of informatics in design projects;		X	
8	The ability to use field knowledge in industrial design projects by considering the needs and interests of the society and target users within the scope of environmental awareness, professional ethics and the laws;		X	
9	The ability to carry out the design process effectively individually or in a team;			X
10	The ability to take an active role in discipline-specific or interdisciplinary studies at the national and international levels.		X	

1: None. 2: Partial contribution. 3: Complete contribution.

Instructor(s): Asst. Prof. Dr. Hatice S. KESDİ

Signature:

Date: