Intro to Design Research 1/2

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Today's Goal

* Familiarize the foundation of design and media as research domains.

* Become excited about doing research in design/media.

1. What is Design Research?

Main References:

- Julier, Guy. 2013. *The Culture of Design*. Chapter 3.

- Buchanan, Richard. 1992. "Wicked Problems in Design Thinking." *Design Issues* 8(2). LINK.

Design Research?

From the film "Cut (Corta)", 2012

Design Research?

The domain concerning various aspects of design practice, including the context of designing, the process of design, and research-based design practice (Clark and Brody 2009; Koskinen et al. 2011).

The term can be traced back to the *Design Research Society*, which was founded in the 1960s. This *Society* has contributed significantly to the progression of 'design studies' encompassing broader concerns, such as design history and theory, beyond the practice of design (Margolin 2002).

Definitions of Design

Walker 1989, 23

It can refer to a process (the act or practice of designing); or to the result of that process (a design, sketch, plan or model); or to the products manufactured with the aid of a design (design goods); or to the look or overall pattern of a product ("I like the design of that dress").

Papanek 1972, 3

All men are designers. All that we do, almost all the time, is design, for design is basic to all human activity. The planning and patterning of any act toward a designed, foreseeable end constitutes the design process. Any attempt to separate design to make it a thing by itself, works counter to the fact that design is the primary underlying matrix of life.

"Different contexts to use the term Design"   **"Expanded field of Design"**

Plural definitions contributed to the development of academic discussion on design.

Rigorous / systematic way(s) to search for knowledge

Research

/rɪˈsəːtʃ, ˈriːsəːtʃ/

Origin

OLD FRENCH

re-

OLD FRENCH

cerchier
to search
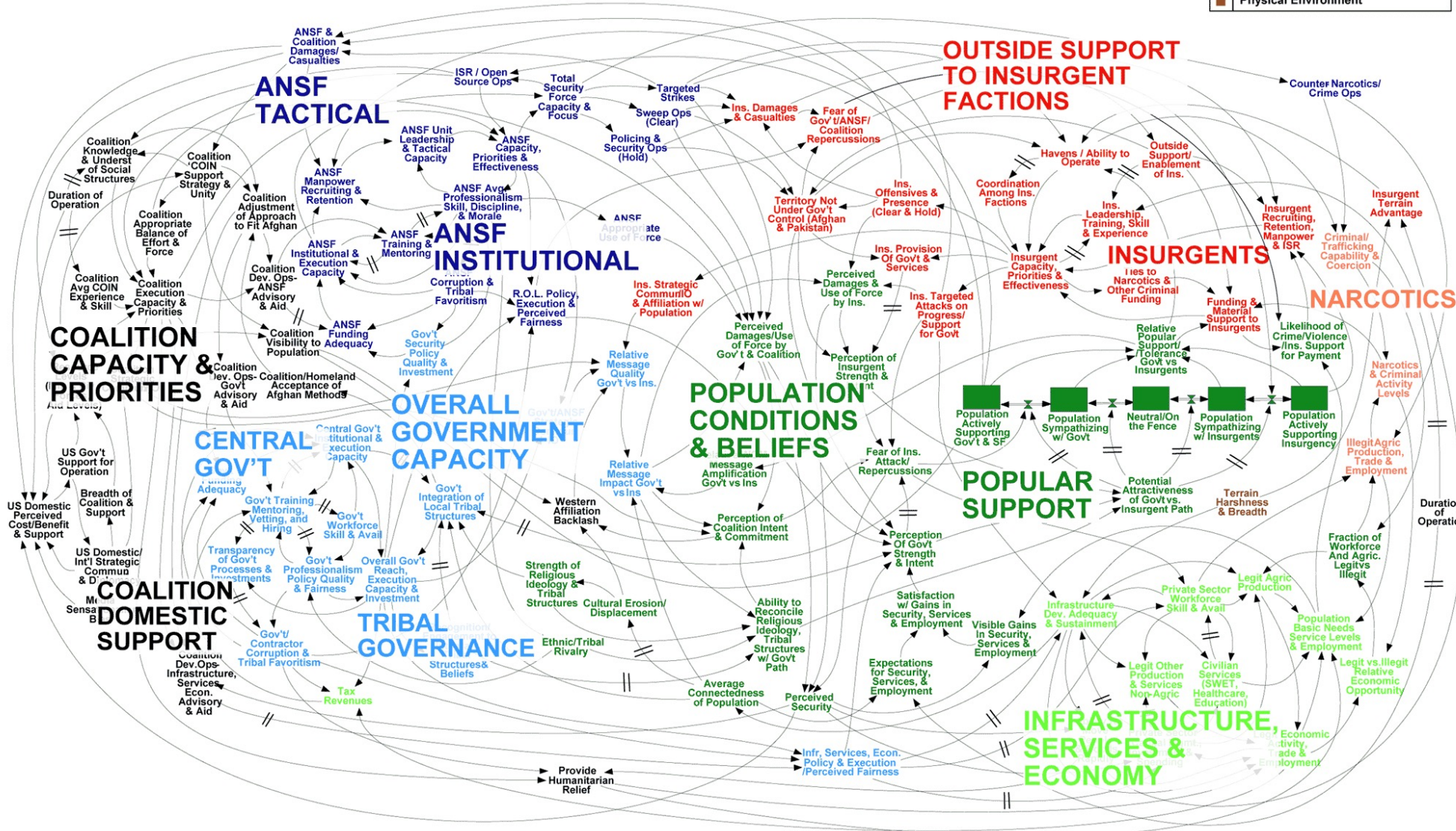
FRENCH

recerche
recercher

research
late 16th century

late 16th century: from obsolete French *recerche* (noun), *recercher* (verb), from Old French *re-* (expressing intensive force) + *cerchier* 'to search'.
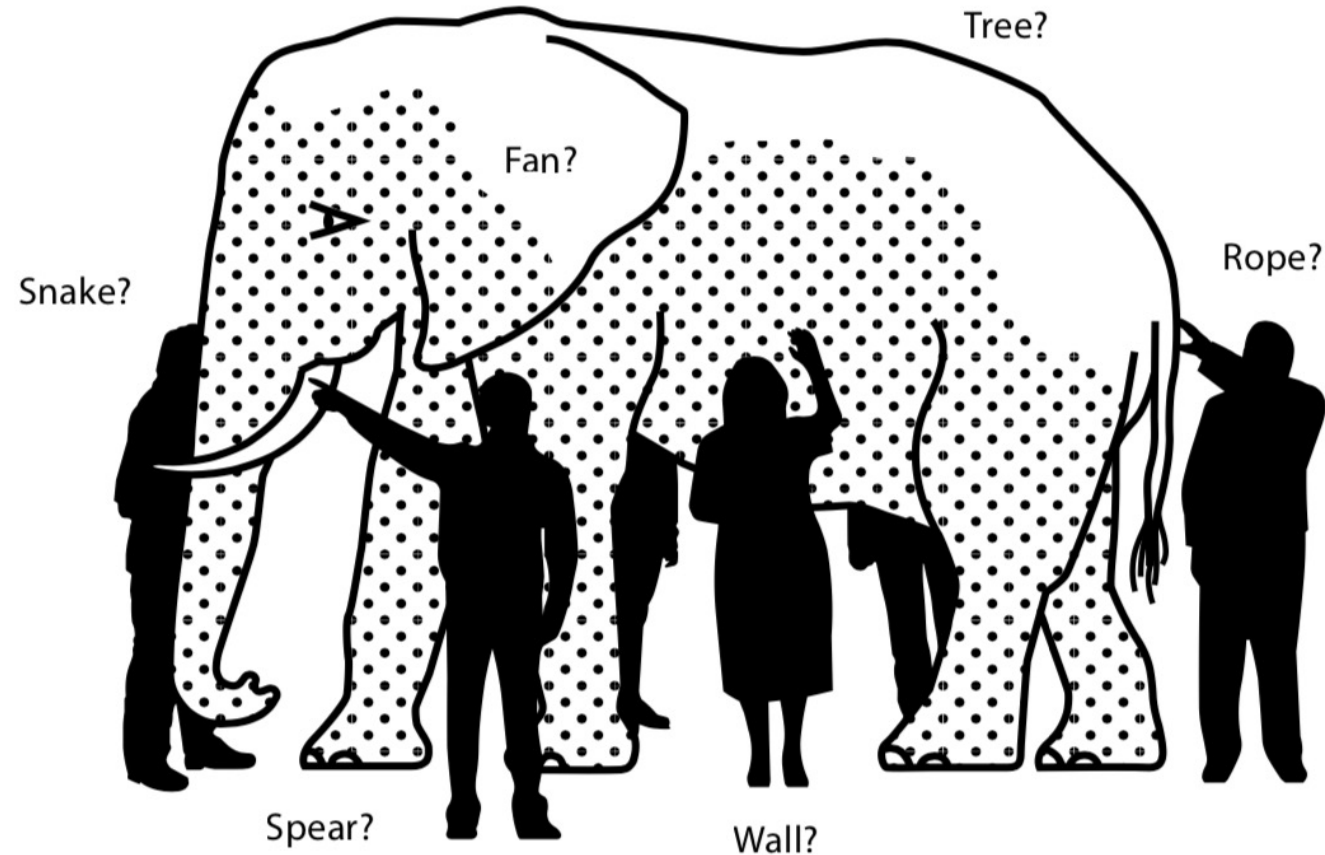
From Oxford

Afghanistan Stability / COIN Dynamics

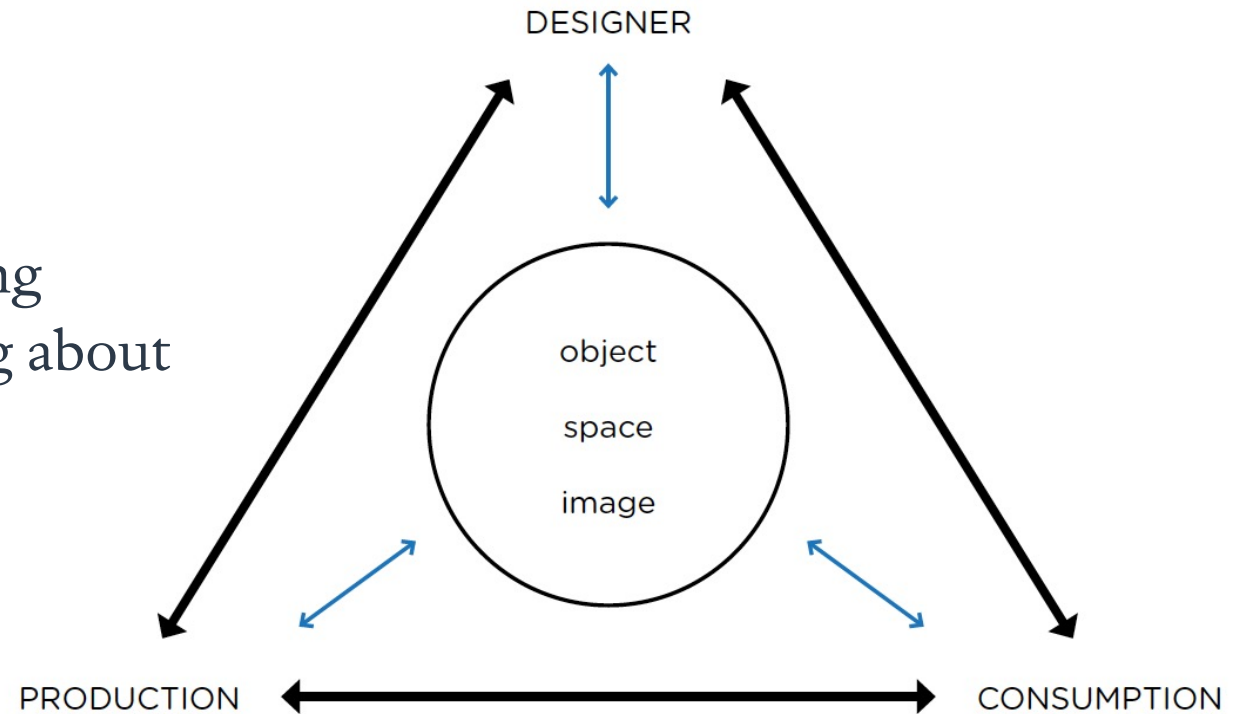Doing Research in the Complex World

WORKING DRAFT – V3

Design and (Wicked) Problems

Originated in the ancient Indian subcontinent

Design is discursive!

"How, when, where and why
something is termed as being
'design' indicates something about
its position or status that is
generated by and for it."

DESIGNER

object

space

image

PRODUCTION

CONSUMPTION

E.g. Design Thinking?

E.g. Design Thinking?

Studies on diverse aspects of design practice

Studies on design methods for non-designers

Challenge in studying design: Emergence of design knowledge in broad actions, such as designing, manufacturing, and reflecting. >> "Everything is hard to define."

Transition to Media Research

Some Questions to Consider

* Who is designer?

Some Questions to Consider

* ~~Who is designer?~~

* How does designer think and work?

* Why does design thinking/doing matter? To whom and in which contexts?

* How can design thinking be applied in different contexts?

* What design tools can be used to research and how?

* What makes design research particular?

YOU
ARE
NOT
ALONE

Group Formation for Supervision Sessions

1. **Reflect**: List your research interests (max 3 topics) - Remember what you have learned previously at Aalto!

2. **Pitch**: Advertise in 30 sec what research you want to do.

3. **Form**: Form a group of three to four based on the pitch (shared interests).

4. ***Relationship**: Speculate how you can help each other.

5. ***Outline**: Write a brief rule to work collaboratively as a group and present.

*To be done by the 2nd session (22 Sep).

See you next week (22 Sep, 13:15)!