

VIS352 Design Research

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

Synopsis:

Research is key in transforming design as a pure art into an applied art. Having sound research as a backing, designers will be better equipped to communicate the strategic values of their design to their business colleagues and clients. By carrying out research on the design challenges and intended audiences, designers can have a greater assurance in delivering innovative designs that delivers better value. This course explores the concept of researchdriven design, how it has been used in the past, and the tools that designers use to inform and ensure the success of their creative projects. It emphasizes the methodology, strategies and tactics of design research and documentation process, so as to equip students with the skills and knowledge to carry out independent design research.

Topics:

- Definition of Research Driven Design
- A Historical Perspective of Design Research
- Methods of Research
- Research and Processes
- Documentation of Research
- Articulating Value
- Research for Student Designers
- Review of selected Case Studies

Textbooks:

Liedtka, J., Ogilvie, T., & Brozenske, R.: The designing for growth field book: A step-by-step project guide 2014 Columbia Business School Publishing.
ISBN-13: 9780231164672-AA

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Learning Outcome:

- Appraise the historical perspective of research-driven design
- Analyse the different methods of design research
- Apply strategies and tactics in design research
- Discuss the process of research-driven design
- Examine the documentation of design research
- Recommend research methodology for student designers
- Demonstrate design research ideas using case studies

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
QUIZ	20
GROUP BASED ASSIGNMENT	30
Sub-Total	50

Examinable Component	Weightage (%)
ECA-REPORT	32.50
ECA-POWERPOINT	5
ECA-VIDEO	12.50
Sub-Total	50

Weightage Total **100**