

Course Code:

UPRD105

1. Course Title:

Social Science I: Visualising Cultures

2. Date of Production/Revision:

2017/2018

3. Level:

SCQF Level 7

4. Credits:

10

5. Lead School/Board of Studies:

Innovation School

6. Course Contact:

Irene Bell

7. Course Aims:

- To introduce product design students to the research framework, philosophy and methods of the social sciences, in particular the ethnographic approach.
- To distinguish between quantitative and qualitative approaches, their role and relevance to design projects and their outcomes.
- To allow students to apply the theories, language and methods of social science within human-centred design projects

8. Intended Learning Outcomes of Course:**By the end of this course students will be able to:**

- Explain the difference between quantitative and qualitative approaches to research activity and the generation of research findings within the design context
- Demonstrate an understanding of the language and research methods of the social sciences, particularly the ethnographic approach, and their relevance when working with users and their interactions to design products, services and experiences.
- Communicate the relevance and relevance of research findings produced through the application of social science research methods to the design process and the development of project outcomes.

9. Indicative Content:

- Social Science research methods
- Introduction to ethnography
- Investigating the quotidian

10. Description of Summative Assessment:

No.	Assessment Method	Description of Assessment Method	Weight %	Submission week (assignments) or length (exam)
1	Project presentation by Portfolio submission	Previously formatively reviewed work re-presented in exhibition format with Project Process Journal	100	End of Course

10.1 Please describe the Summative Assessment arrangements:

Students will be assessed by portfolio submission.

11. Formative Assessment:

Individual presentation, portfolio submission and project outcomes

11.1 Please describe the Formative Assessment arrangements:

Mid-year review at the end of Semester 1, individual feedback, group tutorials.

12. Collaborative:

Yes

No

12.1 Teaching Institutions:

N/A

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13. Requirements of Entry:

None

14. Co-requisites:

Cross-School Project 1, FoCI Level 1, Studio 1: Making Modelling & Using

15. Associated Programmes:

BDes/MEDes Product Design

16. When Taught:

This course will be delivered across semester 1 & 2 of Stage 1 and will comprise 100 notional learning hours of which 10 will be direct contact time.

17. Timetable:

Available on the VLE

18. Available to Visiting Students:Yes No **19. Distance Learning:**Yes No **20. Placement:**Yes No **21. Learning and Teaching Methods:**

Method	Formal Contact Hours	Notional Learning Hours (Including formal contact hours)
Lecture		
Studio		
Seminar/Presentation		

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Tutorial	10	100
Workshop		
Laboratory work		
Project work		
Professional Practice		
E-Learning / Distance Learning		
Placement		
Examination		
Essay		
Private Study	Not Applicable	
Other (please specify below)		
TOTAL	10	100

22. Description of "Other" Teaching and Learning Methods:

- Ethnographic research exercises
- Individual presentation
- Peer review/Self-directed learning
- Formative review

23. Additional Relevant Information:

N/A

24. Indicative Bibliography:

Becker & Geer, *Participant observation: the analysis of qualitative field data*, in Burgess RG. *Field research: a sourcebook and field manual*. (1982).
Denzin, N. & Lincoln Y., *Collecting and interpreting qualitative materials*. Thousand Oaks, Calif., Sage. (2003).
Berg, B., *Qualitative Research for the Social Sciences*, (2001)
Bryman, *Social Research Methods* (2004, 2nd ed.)
Denzin & Lincoln, *Handbook of Qualitative Research*, (2005), (3rd Ed)
Ball & Smith, *Analysing Visual Data* by (1992)
Banks M. *Visual Methods in Social Research*, (2001)

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