

Course Code:

UPRD203

1. Course Title:

Social Science II: Design as Research BDes/MDes Prod Des

2. Date of Production/Revision:

2017/2018

3. Level:

SCQF Level 8

4. Credits:

10

5. Lead School/Board of Studies:

Innovation School

6. Course Contact:

Mil Stricevic

7. Course Aims:

- To develop a critical understanding of the production of knowledge within the social sciences and its relationship to method
- To evaluate the relationship between the knowledge, methods and approaches of the social sciences and contemporary product design practice
- To identify opportunities for utilising and adapting the approaches of the social sciences within the practice of product design

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

- Communicate an understanding of how knowledge is produced and communicated using the language and methods of social science particularly, the ethnographic approach.
 - Display the ability to analyse the relationship between people and things using the language of social science
 - Demonstrate the application of the knowledge, methods and approaches of the social sciences within the design process as a means of generating concepts and refining and developing prototypes through a user-testing process

9. Indicative Content:

- Social Science research workshops
- Field research
- User engagement strategies
- Ethnography as prototyping

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:

Deliver a design outcome in a specified format to a professional standard (competition sheets, “viva” or pitched presentation, standalone/exhibit).

Mid-Year Review as *indicative grading* event.

11. Formative Assessment:

Individual portfolio presentation

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:

Languages, Studio 2: Interactions & Experiences

15. Associated Programmes:

BDes/MEDes Product Design

16. When Taught:

This course will be delivered across semester 1 & 2 of Stage 2 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	10	100

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Seminar/Presentation		
Tutorial		
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:

Presentations, tutorials, individual feedback (formative)
Peer review/Self-directed learning

23. Additional Relevant Information:

N/A

24. Indicative Bibliography:

Fielding N. *Ethnography*, in Fielding N. ed. *Researching social life*. London: Sage, 1993: 155-71(168-9).
 Knowles & Sweetman (eds), *Picturing the social landscape: visual methods and the sociological imagination*, (2004),
 Pink, S. *The future of visual anthropology: engaging the senses*, (2006)
Doing visual ethnography, 2nd Ed by Pink (2007)
 (2nd Edn),
 Rose, G., *Visual methodologies: an introduction to the interpretation of visual materials*, (2007)
 Geertz C. *The interpretation of Cultures*. New York: Basic. 1973

Glaser, B. G, Strauss A. L. *The discovery of grounded theory*, Chicago, IL: Aldine, 1967.
 Gold 2003
 Gaver, Dunne & Pacenti, *Cultural probes*, in *Interactions*, vol. 6 (1), pp. 21-29, (1999)
 Emmison, M. and Smith, P. *Researching the Visual: Images, Objects, Contexts and Interactions in Social and Cultural Enquiry*. London: Sage. (2000)

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