

**Course Code:**

TBC

**1. Course Title:**

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

**2. Academic Session:**

2011-2012

**3. Level:**

Level 2

**4. Credits:**

10

**5. Lead School/Board of Studies:**

School of Design

**6. Course Contact:**

Dr. Gordon Hush

**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:**

Summative assessment is by individual/group presentation (40%) supported by individual project process journal (PPJ) (60%)

**10.1 Please describe the Summative Assessment arrangements:**

PPJ submitted after presentation in Term 2

**11. Formative Assessment:**

Group/solo tutorials

**11.1 Please describe the Formative Assessment arrangements:**

Tutorial feedback

**12. Collaborative:**

Yes

No

**12.1 Teaching Institutions:**

[Click here to enter text.](#)

**13. Requirements of Entry:**

Passing level 1

**14. Co-requisites:**

PD Studio 2, Languages for PD, FoCI Level 2

**15. Associated Programmes:**

B.Des/MEDes

**16. When Taught:**

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

**17. Timetable:**

Varies as appropriate

**18. Available to Visiting Students:**Yes No x **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		40
Seminar/Presentation	2	20
Tutorial	4	
Workshop		
Laboratory work		
Project work	4	40
Professional Practice		
E-Learning / Distance Learning		
Placement		
Examination		
Essay		
Private Study	Not Applicable	
Other (please specify below)		
<b>TOTAL</b>	<b>10</b>	<b>100</b>

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

Presentations, tutorials, individual feedback (formative)

Peer review/Self-directed learning

**23. Additional Relevant Information:**[Click here to enter text.](#)

**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*, 2<sup>nd</sup> Ed by Pink (2007)  
(2<sup>nd</sup> 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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