

COURSE CONTENT

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| Course Code | DR5002 (DR2009) |
| Course Title | Products in an Asian Cultural Context |
| Pre-requisites | NIL |
| No of AUs | 3 |
| Contact Hours | 39 hours studio contact |

Course Aims

Building on prior design studies, this advanced studio course focuses on the attributes of traditional Asian products. You will study their distinguishing characteristics, which provides a basis for reinterpreting the processes of designing and producing decorative items or utilitarian products in regard to current design factors. This practice enables you to further develop skillsets such as woodturning and traditional joinery, whilst applying the theory and history of traditional products in an Asian context to contemporary product design. This will prepare you for more in-depth explorations of product design in the future.

Intended Learning Outcomes (ILO)

By the end of the course, you should be able to:

1. Identify the connection between place, material, ornamental techniques and social status in relation to traditional and vernacular Asian handicrafts.
2. Develop new concepts of reinterpreting cultural Asian design heritages according to contemporary usage.
3. Apply the combination of conventional & modern medium, techniques and technologies to convey the authenticity of Asian culture in products.
4. Present your conceptual development in the embodiment of decorative items and utilitarian products.
5. Constructively critique concepts and techniques employed by peers in their design practice.

Course Content

Material aspect

An introduction into the relative importance between place, people and product. Through lectures, research and experimentations you will be able to distinguish the connection & contradiction between native material, craftsmanship and the originality of product in Asia.

Formative aspect

An introduction to the thematic design key of traditional Asian architectures and objects. You will learn the meaning and usage of cosmology as symbolic and metaphorical expressions of form.

Ornamental aspect

In order to identify the connection between ornamental techniques, religious means and social status, you will learn both literal and abstract representations of traditional and vernacular Asian motifs and patterns.

Functional and cross-cultural aspects

In order for you to identify the connection between Oriental customary lifestyle and functionality and to reinterpret cultural Asian design heritages in contemporary ways, you will examine the distinction between Western and Eastern customary lifestyles such as leisure, conviviality and fashion.

Class assignments

Two major assignments explore the usage of lathe for producing utilitarian and decorative objects. These will be developed through lectures, field trip, tutorials, class exercises and peer/instructor feedback sessions.