

## COURSE CONTENT

<b>Course Code</b>	DR5003 (DR9001)
<b>Course Title</b>	Introduction to Design
<b>Pre-requisites</b>	NIL
<b>No of AUs</b>	3
<b>Contact Hours</b>	39 hours studio contact

### **Course Aims**

In this introductory level course, you will be introduced to the overall concept of design and its role in creating communications, objects, interactions, services and environments. You will be introduced the creative process of design and the various methods and tools that enable design solutions. You will gain insights into creating design solutions for people, context, behaviour, technology and business. This course will prepare you for future studies in fields related to design and design thinking.

### **Intended Learning Outcomes (ILO)**

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

1. Describe how design is applied in a range of industries and sectors.
2. Discuss the design process and how this leads to the application of design thinking.
3. Demonstrate an understanding of the essential role of design in various fields.
4. Evaluate and critique the performance of design processes in selected fields.
5. Contribute constructively to discussions on design, the design process, and design-thinking in this course.

### **Course Content**

#### **Introduction**

In this course you will be introduced to the ubiquitous role of design in society. You will examine the development of the deliberate creative process known as The Design Process, where a range of designerly techniques are applied to any aspect of society.

The course begins with a brief history of design, starting with the Bauhaus, 1919 – 1933, where systematic approaches to creative thinking and design problem-solving were developed. From that time, design as a conscious deliberate method was applied to a vast variety of industry, commerce and social development. Over time, the design process itself has also developed, and this will be examined in this course.

#### **Visualising ideas**

You will be introduced to processes of designing objects, using visual thinking, models and prototypes, and an overview of a range of computer aided design (CAD) processes.

#### **Industry Sectors**

A range of industry sectors will be examined from a design point of view, including consumer products, transportation and mobility, urban design, medical products, service design, furniture, environment, sports, entertainment, UX and UI, graphics and communication, branding and packaging. Throughout these modes, foundational aspects such as form, aesthetics, experience,

and interaction will be investigated.

**Design Project and Presentation**

You will produce a project that critiques the role and important qualities of design in a selected range of applications. DR9001 is an introduction to design before students take a module on Design & Systems Thinking while concurrently doing their Interdisciplinary Project Work (IPW) in the following semester(s). Project work in DR9001 is meant for students to gain personal perspective on all aspects of design before embarking on subsequent module and IPW and the project is an individual project. The expectation is a visual essay rather than prototype.