Lecture 1 Notes

6/2/19

Design as a craft **VS** Design as a Discipline
Examples-

Design as Craft	Design a Discipline
Typesetting	Colour Theory
How the design feels to the designer	Science behind design
Practical	Knowledge
Tacit	Explicit

Both are necessary in design practise in order to understand how and what we do. Both can be independent of each other, for instance, the advent of personal computing and self-publishing software ie. MS Word, allows for anyone to create a poster. These persons only have the design craft with no supporting discipline therefore would be extremely unlikely to create a successful poster, which could compete with posters formulated by an individual with both understanding of craft and discipline.

External Tasks
- Set up a blog and email the link to Nick Dodds and Jane Dudman
- Read and react to the writings on the blog
    - Professor Richard Buchanan
    - Andrew Blauvelt, Remaking Theory, Rethinking Practice
- Additional Reading material
    - Joseph Albers, Colour theory
    - Karl Gerstner, Compendium for Literates
    - Steven Heller, The Education of a graphic Designer
    - John Dewey, Art as Experience
    -

Misc. Notes
- The library can order in books that they don't have in at present
- Research Blog must be completed by 1/5/19
    - Harvard References (one on each post – easier to do weekly) + a full bibliography post at the end to the module.