ISDN1100
Experiencing Design

From the Nordic modern to the Memphis

Spring 2021
2 Feb - 4 May
Tue 1200 -1450

Design topics include:
• The Nordic modern
• The Bauhaus
• Less but Better
• The modern housewives
• The Memphis
• Rationality and sensibility
• Aesthetics and semantics

Instructor: Dr. Luisa Mok, luisamok@ust.hk

Different design stories from different parts of the world are discussed wherein the need, cultural and environmental specificity of the design in different societies and at different times are unfolded. Each week, a special topic is addressed.

Course topics:

1. **What is Design and what about Design thinking**: an introduction of Design
2. **Where do ideas come from**
3. **The Bauhaus and Less but Better**: the design ethos
4. **The Nordic modern**: 100 social innovations
5. **The modern housewives**: the transformation of the modern home
6. **The Memphis**: the Italian design movement
7. **Mid-term design review**: similar to book review
8. **Design made in Japan**: the Japanese modern
9. **Design and Semantics**
10. **Design for people**: managing technology for human development
11. **Design in Hong Kong**
12. **Design and Technology**
13. **Final design presentation**: a small design project that could be manageable for both online and in-class students

Note: small-scale exercises and case-study discussions are organised in class to enhance students’ usage of design language for their design expression and analytical thinking, which practices active learning.