

IMAP 601: Pro-Seminar in Media and Design Studies

Fall 2010

Professor Anne Balsamo

The topics of this course draw on diverse disciplines: the humanities, design studies, history of design, philosophy of technology, and new media studies. In an effort to create a roadmap for our meetings this semester, I am suggesting the following topics. I would like each student to select three topics to for the class to discuss as a whole. YOU MUST SELECT ONE OF THE FOLLOWING, and then you can suggest up to TWO other topics.

(1) Philosophical Foundations: A Reproductive Theory of Technology

Develops an anti-essentialist theory of technology adequate to the digital age that can serve as a conceptual and critical framework for the development of a contemporary technological imagination.

Key Topics:

- 1) Ontological Frameworks (the nature of reality): Language and Materialism
- 2) Epistemological Assumptions (the grounds of knowledge): Positivism and Anti-Essentialism
- 3) Assumptions about Human Nature: Agency and Determination
- 4) Methodological Frameworks: Qualitative and Quantitative Methods; Arts practice as research

(2) Cultural Approaches to the Design of Technoculture

Develops a multidisciplinary framework for the development of new media experiences and the design of new digital technologies.

(3) Design Research Across the Disciplines: Defining Design, Designing, Design Thinking

Reviews paradigms of design and the major histories of and theories of design across media and disciplines. Considers the relationship between social practices and meaning making practices. Considers the central role of meaning making in the process of design

(4) Cultural Methodologies of Analysis and Interpretation

Presents the methods of reverse hermeneutic engineering. Considers the ontological-epistemological work of the object in the designing process.

(5) Cultural Technologies of Reproduction: Design, Writing, and New Media

Considers the role of narrative in the design of new technologies. Considers the cultural implications of new technologies of information and interactivity design. Considers the motivations for technocultural research and development. Why arts and practice?

Course Outline:

SESSION 1

Design Research Across the Disciplines: Defining Design, Designing, Design Thinking

Reviews paradigms of design and the major histories of and theories of design across media and disciplines. Considers the relationship between social practices and meaning making practices. Considers the central role of meaning making in the process of design

READINGS:

Shedroff, Nathan. *Experience Design: A manifesto for the creation of experience*. Indianapolis, IN: New Riders, 2001. (all)

Lowgren, Jonas and Erik Stolterman. *Thoughtful Interaction Design: A design perspective on information technology*. (Rosemary)

Norman, Donald A.

The Design of Future Things. New York: Basic Books, 2007. (Amanda)

Suggested:

Panagiotis Louridas' "Design as Bricolage"

Love, Terrence. "Constructing a Coherent Cross-disciplinary Body of Theory about Designing and Design: Some philosophical issues" *Design Studies* 23 (2002): 345-361.

Krippendorff, Klaus. "On the Essential Contents of Artifacts or on the Proposition that Design is Making Sense (of Things)," in eds. Victor Margolin and Richard Buchanan, *The Idea of Design*, MIT Press, Cambridge: 1995: 156-184.

SESSION 2

Philosophical Foundations: A Reproductive Theory of Technology

Key Concepts: Articulation Theory; Paradigms of Analysis; 4 Versions of the Technological Imagination; History of Technology and Humanism

READINGS:

Latour, Bruno. *Reassembling the Social: An Introduction to Actor-network-theory*. Oxford: Oxford University Press, 2005. (Josh)

Suggested:

Suchman, Lucy. "Affiliative Objects." *Organization*

Star, Susan Leigh and Geoffrey C. Bowker. "How to Infrastructure." *The Handbook of New Media*. London: Sage, 2002: 151-162.

SESSION 3 and SESSION 4

Perform your methodology using one of the following: 1) Prezi, 2) Wordle, 3) Video Platform

SESSION 5

Cultural Approaches to the Analysis of Technoculture. Considers the role of narrative, framing, convention in the design of new media; Develops a multidisciplinary framework for the analysis of new media experiences.

Key concepts: cultural change, cultural reproduction, the social, social practices, media poetics

READINGS:

Michel De Certeau, *The Practice of Everyday Life* (Anne)

Suggested:

Marshall McLuhan's "Media Poetics"

Lovink, Geert and Ned Rossiter, eds. *MyCreativity Reader: A Critique of the Creative Industries* (excerpts) Institute of Network Culture. Available: www.networkcultures.org/archive

SESSION 6

Lecture on Philosophical frameworks, cultural theories of technological engagement

SESSION 7

Theory and history; cinema and the apparatus; the infrastructures of narrative

Friedberg, Anne. *The Virtual Window* (Gabe)

Suggested:

J. Jasper and Arie Rip Deuten's "Narrative Infrastructure in Product Creation Processes"

Daniel, Sharon. "The Database: An Aesthetic of Dignity" in *Database Aesthetics*, Victoria Vesna, Editor. Minneapolis, MN: University of Minnesota Press, 2008.

Dinkla, Soke. "From Participation to Interaction: Toward the Origins of Interactive Art," in ed. Lynn Hershman Leeson, *Clicking In: Hot Links to a Digital Culture*, Bay Press, Seattle: 1996: 279-290.

Tufte, Edward. *Visual Explanations: Images and Quantities, Evidence and Narrative*.

SESSION 9

Writing culture; history of electronic literature; technotexts. The relationship of text to machine.

Hayles, N. Katherine. *Writing Machines*. Cambridge, MA: MIT Press, 2002 (Laila)

Hayles, N. Katherine. *My Mother Was a Computer* (Laila)

SESSION 11

Discusses issues pertaining to Design and the Body; the body in interaction with machines.

Rosalind Williams, *Notes on the Underground* (Diego)

Dourish, Paul. (2001) *Where the Action is: The foundation of embodied interaction*. Mass: MIT Press (Excerpts)-(Josh)

SESSION 12

Design and education. Designing for education.

Ito, Mizuko. *Engineering Play: A Cultural History of Children's Software* (Erin)

Rushkoff, Douglas. (2010), *Program or Be Programmed*. (Erin, maybe)

Suggested

Brad Mehlenbacher. (2010), *Instruction and Technology: Designs for Everyday Learning*. Mass: MIT Press.

Papanek, Victor. "Edugraphology—The Myths of Design and the Design of Myths,"

Papert, Seymour. "The Gears of my Childhood"

Cavallo, David. "Models of growth -- toward fundamental change in learning environments"

SESSION 13

Designing public rituals / Design as public ritual

Explores the intersection of design and theories of public and public ritual. This topic would also seek to situate design methodology in relation to the theoretical framework of STS, ANT, and ethnomethodology. An examination of the utopian discourse of crowdsourcing and its critics in relationship to design and technocultural imagination(s).

Latour and Weibel, *Making Things Public: Atmospheres of Democracy* (exerpts)

Kaptelinin, Victor and Bonnie A. Nardi. *Acting with Technology: Activity Theory and Interaction*

Bachelard, Gaston. *The Poetics of Space*. Beacon Press, 1994. (Jeanne)

Virilio, Paul. *Art As Far As the Eye Can See*, Oxford, 2007 (anne)

Introduction from: Marress, Noortje. (2004) *No Issues, No Politics*, (dissertation)

A Bibliography of Sources

Each student should select TWO other books that they will read and present on during the semester. And each student should select FOUR articles that will be read by all students. EVERYONE MAY SUGGEST OTHER BOOKS and ARTICLES.

Appadurai, Arjun. *The Social Life of Things: Commodities in cultural perspective*. Cambridge, England: Cambridge UP, 1986.

Csikszentmihalyi, Mihaly and Eugene Rochberg-Halton. *The Meaning of Things: Domestic symbols and the self*. Cambridge, England: Cambridge UP, 1981.

De Certeau, Michel. *The Practice of Everyday Life*. Berkeley, U of California P: 1984.

Demetrios, Eames. *An Eames Primer*. New York: Universe Publishing, 2001.

Friedberg, Anne. *The Virtual Window*. MIT Press, 2006.

Geertz, Clifford. *The Interpretation of Cultures: Selected essays*. New York: Basic Books, 1973.

Julier, Guy. *The Culture of Design*. London: Sage Publications, 2000.

Hayles, N. Katherine. *Writing Machines*. Cambridge, MA: MIT Press, 2002.

Hughes, Thomas P. *Human Built World: How to Think about Technology and Culture*. Chicago; U of Chicago Press, 2004.

Jacobson, Robert, ed. *Information Design*. MIT Press, 1999.

Kaptelinin, Victor and Bonnie A. Nardi. *Acting with Technology: Activity Theory and Interaction Design*. Cambridge, MA: MIT Press, 2006.

Krippendorff, Klaus. *The Semantic Turn: A New Foundation for Design* (Taylor and Francis, 2006).

Lovink, Geert and Ned Rossiter, eds. *MyCreativity Reader: A Critique of the Creative Industries*. Institute of Network Culture. Available: www.networkcultures.org/archive

Lowgren, Jonas and Erik Stolterman. *Thoughtful Interaction Design: A design perspective on information technology*. Cambridge, MA: MIT Press, 2004.

Norman, Donald A. *The Design of Future Things*. New York: Basic Books, 2007.

Shedroff, Nathan. *Experience Design: A manifesto for the creation of experience*. Indianapolis, IN: New Riders, 2001.

Slack, Jennifer Daryl and J. Macgregor Wise. *Culture and Technology: A Primer*. New York: Peter Lang, 2005.

Sparke, Penny. *An Introduction to Design and Culture [1900 to the present], (Second Edition)*. London: Routledge, 1992.

Sterling, Bruce. *Shaping Things*. Cambridge, MA: MIT Press, 2005.

Suchman, Lucy. *Human-Machine Reconfigurations (Plans and Situated Actions, 2nd ed)*. Cambridge, England: Cambridge UP, 2007.

Sullivan, Graeme. *Art Practice as Research: Inquiry in Visual Arts*. Sage, 2010.

Thackara, John. *In the Bubble: Designing in a complex world*. Cambridge, MA: MIT Press, 2005.

Verbeek, Peter-Paul. *What Things Do: Philosophical reflections on Technology, agency and design*. University Park, PA: U of Pennsylvania Press, 2005.

Vermaas, Pieter E., Peter Kroes, Andrew Lights, and Steven A. Moore, eds. *Philosophy and Design: From Engineering to Architecture*. New York: Springer, 2008.

Williams, Rosalind. *Notes on the Underground: An essay on Technology, society and the imagination*. MIT Press, 2008.

Wurman, Richard Saul. *Information Architects*. New York, Graphic: 1997.

Articles:

Tufte, Edward. *Visual Explanations: Images and Quantities, Evidence and Narrative*.

Baird, F., C.J. Moore, and A.P. Jagodzinski. "An Ethnographic Study of Engineering Design Teams at Rolls-Royce Aerospace." *Design Studies* 21.4 (July 2000): 333-355.

De Certeau, Michel. "Culture Within Society," from *Culture in the Plural*, U of Minnesota P, Minneapolis: 1997: 101-121.

Deuten, J. Jasper, and Arie Rip. "Narrative Infrastructure in Product Creation Processes," *Organization Articles*, Vol 7 (1), 2000: 67-75.

Dinkla, Soke. "From Participation to Interaction: Toward the Origins of Interactive Art," in ed. Lynn Hershman Leeson, *Clicking In: Hot Links to a Digital Culture*, Bay Press, Seattle: 1996: 279-290.

Drucker, Johanna. "Signs of Life/Spaces of Art: From Standard Brands to Integrated Circuits," in ed. Gunnar Swanson, *Graphic Design and Reading: Explorations of an Uneasy Relationship*, Allworth Press, NY: 2000: 31-41.

Forty, Adrian. "Introduction," and "Design, Designers and the Literature of Design," from *Objects of Desire: Design and Society from Wedgwood to IBM*, Pantheon, NY: 1986.

Frascara, Jorge. "A History of Design, A History of Concerns," in eds. Steven Heller and Georgette Ballance, *Graphic Design History*, Allworth Press, NY: 2001: 13-17.

Gaver, Bill, Tony Dunne, and Elena Pacenti. "Cultural Probes," *Interaction*, Jan-Feb, 1999: 21-28.

Krippendorff, Klaus. "On the Essential Contents of Artifacts or on the Proposition that Design is Making Sense (of Things)," in eds. Victor Margolin and Richard Buchanan, *The Idea of Design*, MIT Press, Cambridge: 1995: 156-184.

Lionni, Leo. "The Urge to Make Things," *Looking Closer: Critical Writings on Graphic Design*, eds. Michael Bierut, William Drenttel, Steven Heller and DK Holland. Allworth Press, NY: 1994: 170-71.

Lowgren, Jonas and Erik Stolterman. "Design Methodology and Design Practice," *Interaction* Jan-Feb, 1999: 13-18.

Love, Terrence. "Constructing a Coherent Cross-disciplinary Body of Theory about Designing and Design: Some philosophical issues" *Design Studies* 23 (2002): 345-361.

Louridas, Panagiotis. "Design as Bricolage: Anthropology meets design thinking." *Design Studies* 20 (1999): 517-535.

McLuhan, Marshall and Eric McLuhan, "Media Poetics," *Laws of Media: The New Science*, U of Toronto Press: 1988: 215-239.

Papanek, Victor. "Edugraphology—The Myths of Design and the Design of Myths," *Looking Closer: Classic Writings on Graphic Design*, in eds. Michael Bierut, Jessica Helfand, Steven Heller, and Rick Poynor, Allworth Press, NY: 1999: 251-55.

Star, Susan Leigh and Geoffrey C. Bowker. "How to Infrastructure." *The Handbook of New Media*. London: Sage, 2002: 151-162.

Suchman, Lucy. "Affiliative Objects." *Organization* (forthcoming).

Votolato, Gregory. "Critical Approaches to Design," *American Design in the Twentieth Century*, Manchester UP, 1998: 251-279.