COURSE CONTENT

Course Code	DD3012
Course Title	Research Methods in Art & Design
Pre-requisites	NIL
No of AUs	3
Contact Hours	39 hours studio contact

Course Aims

This advanced level course will introduce you to theories and methods of art and design research. You will use these methods to investigate different ways of interrogating the theoretical, sociological, and contextual aspects of design to generate insights that can inform your design process and practice. This learning aims to fine-tune your research skills and forms the research foundation for your future research studies.

Intended Learning Outcomes (ILO)

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

1. Identify and discuss techniques and approaches used in art and design research.
2. Demonstrate fundamental techniques and approaches required to plan and create a design inquiry strategy.
3. Generate insights from systematically interrogating the theoretical, sociological and contextual aspects of design.
4. Present and communicate visual research in a structured and convincing way in text, diagrams and images.
5. Reflect upon and critique research methods, ideas and tools employed by peers in a constructive manner.

Course Content

The roles of art and design research
Overview of the key design research process and the concepts of framing and reframing.

Conceptual knowledge
Introduction to the various type of art and design research approaches and theories, and the key elements of research design including sampling planning, instrument design, analysis design and presentation strategy.

Practical skills
Learn how to develop a plan for art and design research involving 6 necessary steps: 1) framing research topic and question; 2) conducting and reviewing existing literature; 3) collecting and managing primary data; 4) analyzing research data; 5) synthesizing research findings; and 6) Communicating findings.

Written presentation of project proposals
Learn how to plan and organise project proposals. The focuses are on 1) explaining the background, rationale, objectives, scope and significance of a project; 2) referring to the

literature to substantiate project proposals; 3) describing conceptual frameworks and methods of study; and 4) describing and discussing initial project.

Oral presentations of project proposals
You will learn how to select content, language and style for audience-focused presentations.