Course Name (English)	DESIGN CULTURE AND ISSUES APPROVED
Course Code	DTC756

MQF Credit	3

Course Description	This course introduces a theoretical context which includes cultural, identity, consumer needs, sub-culture, gender and design as commodity. Students are further exposed to the value of design practice as a means of testing usability and as a focus for the integration of theory from a range of different disciplines

Transferable Skills	Demonstrate enthusiasm leadership and ability to positively influence others

Teaching Methodologies	Lectures, Studio, Field Trip, Case Study, Tutorial, Discussion, Presentation, Small Group Sessions

CLO		
	CLO1	Explore the perspective of culture in the wider meaning
	CLO2	Generate and develop idea based on consumer needs and behavior
	CLO3	Utilize appropriate methodologies, materials & techniques.
	CLO4	Synthesize and communicate research findings
	CLO5	Analyze the testing usability of potential products

Pre-Requisite Courses	No course recommendations

Topics
1. Introduction of the course, Content, Objective and aims. 1.1) n/a
2. Understanding Culture (ecology, social structure, ideology) 2.1) n/a
3. Consumer culture 3.1) n/a
4. Culture and Material 4.1) n/a
5. Consumers in the market place 5.1) n/a
6. Consumers as individuals 6.1) n/a
7. Consumers as decision makers 7.1) n/a
8. Consumers as sub-culture 8.1) n/a
9. Consumer as culture 9.1) n/a
10. Design in industry and commerce 10.1) n/a
11. Design for manufactures 11.1) n/a
12. Design and innovation 12.1) n/a
13. Design resolution 13.1) n/a

14. Usability testing - Prototyping and testing
14.1) n/a

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Portfolio Development	15%	CLO2
	Assignment	Critique and argumentation	15%	CLO3
	Case Study	Research	15%	CLO1
	Group Project	Culture and Design Product proposal	15%	CLO4
	Written Report	Written report on Culture and Design Issues	40%	CLO5

Reading List	Recommended Text	Solomon, M 2010, *Consumer Behavior*, Prentice Hall Publishing USA
	Reference Book Resources	• Press, P. & Cooper, R. 2003, *The Design Experience*, Ashgate Publishing USA • Collins, H. 2011, *The Theory And Practice Of Research For The Creative Industries*
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	