Module Title:	Design, Culture and Society
Language of Instruction:	English

Credits:	5

NFQ Level:	7

Module Delivered In	[2 programme(s)](#)

Teaching & Learning Strategies:	The learning outcomes will be achieved through the following teaching methodologies: • Lectures — communication of knowledge and ideas from the lecturer to the students. • E- learning — The module will be supported by on line learning and reading material. • Class Discussion and debate - • Group and Individual presentations on key module topics • Self-Directed independent learning - The programme for the student is characterised by a high degree of independent learning in consultation with lecturer/supervisor • Tutorials – Students will be guided through their individual product analysis, presentation and essay writing through tutorial support. • Formative feedback: Formative feedback will be provided on learner activity and work in progress at key stages throughout the module.

Module Aim:	The aim of this module is to provide a forum for the learner to discuss, analyse and evaluate current cultural practices and their impact on design and also the impact of design on contemporary culture, to evidence this understanding in their essay writing and to apply this understanding in their studio work.

Learning Outcomes
On successful completion of this module the learner should be able to:

LO1	Explore and discuss the evolving relationship between cultural practices and the social and symbolic meanings of designed products.
LO2	Apply an analytical framework such as the Circuit of Culture (du Gay et al.,1997) to analyse and describe the social and symbolic meaning of a particular product and use it to structure an academic essay.
LO3	Apply the language, styles and conventions of academic essay writing including the Harvard referencing system.

Pre-requisite learning
Module Recommendations   *This is prior learning (or a practical skill) that is recommended before enrolment in this module.*
No recommendations listed
Incompatible Modules   *These are modules which have learning outcomes that are too similar to the learning outcomes of this module.*
No incompatible modules listed
Co-requisite Modules

6858	INTL H3424	Industrial Design

Requirements   *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*
No requirements listed

Module Content & Assessment

Indicative Content
Introduction to Culture Definition of culture and an introduction to its evolving relationship with product design.
Analytical Framework for Cultural Analysis Introduction to du Gay et al (see book resources) analytical framework for cultural analysis. This framework described as the 'circuit of culture' identifies and describes the five major cultural processes which impact on the social and symbolic meaning of a designed product.
Application of du Gay et al (see book resources) analytical framework The five major cultural processes, Representation, Identity, Production, Consumption and Regulation will be discussed and applied to the analysis of a product example.
Introduction to Product Semantics An introduction to semantics as a means to understand communication of product social and symbolic meaning.
Essay Writing The learner will be guided in the preparation of an academic research essay.
Design Studio (Resource) Design Studio - a dedicated space designed to allow for studio based learning. This space is specific to a particular learning group. While used to deliver studio based education the space is available to be used outside the time frame of the working day. It provides a safe learner driven, peer-reviewed environment, supported on a one-to-one basis. It supports the synthesis of parallel concurrent modular knowledge, skills and competency with prior learning & personal aesthetic judgement, to resolve specific design research question/s.
Computers/Plotters/Printers (Resource) Computers/Plotters/Printers – in this year each learner requires the use of a personal computer of suitable specification to run software used on the design programme. There should be access to the internet and the IT Carlow library databases, blackboard and turnitin.There should be access to printing and plotting facilities in order to complete final deliverables.
Software (Resource) Software on student PCs - Microsoft Office software and a recent version of EndNote referencing software.

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Presentation	Presentation describing the social and symbolic meaning of a particular product, range of products or brand. This assessment is linked to the 'Repositioning Project' in the 'Design Studio 3' module.	1,2	20.00	Week 7
Essay	Write a fully referenced academic essay discussing the relationship between cultural practices and artefacts. The exact title will be decided by the lecturer.	1,2,3	60.00	Week 14
Reflective Journal	Reflection on module learning experience and relevance for practice, providing guidance for future personal learning and design practice.	1,2,3	10.00	Week 15
Other	Throughout module, learner awareness, engagement and development of Institutional and sectoral graduate attributes is captured on a Likert Scale range; including module participation, contribution, collaboration, professionalism etc..	1,2,3	10.00	Ongoing

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Lecture	Every Week	3.00
Independent Learning Time	Every Week	6.00
	Total Hours	9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_DHPDI_B	[Bachelor of Arts (Honours) in Product Design Innovation](#)	5	Mandatory
CW_DHIDE_D	[Bachelor of Arts in Design](#)	5	Mandatory