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Academic work vice-deans
of Faculty of Philosophy

Dmytro NELIPA



2021

THE WORK PROGRAM OF THE COURSE

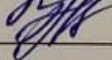
History and Theory of Design

For students

Field of study **03 Humanities**
Program subject area **034 Cultural Studies**
Educational level **the second (Master)**
Educational program **Cultural Studies**
Type of discipline **obligatory**

Form of education	full-time
Academic year	<u>2021/2022</u>
Duration	1 semester
Credits ECTS	3
Language of teaching, learning and assessment	English
Final assessment	exam

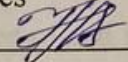
Teacher: Butsykina Yevheniia, Assistant professor, Department of Ethics, Aesthetics and Cultural Studies, PhD.

Prolongation: on 2022/2023 year  (Masliukova I.) «31» 08 2022 year
on 20__/20__ year _____ («__»__ 20__ year

Developer: Butsykina Yevheniia, Assistant professor, Department of Ethics, Aesthetics and Cultural Studies, PhD.

Approved by
« 27 » 08 2021 year.

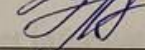
Head of Department of Ethics, Aesthetics and Cultural Studies

 (Iryna MASLIKOVA)


Protocol № 1 «27» 08 2021 year

Approved by Scientific and Methodical Commission of Faculty of Philosophy

Protocol «31» 08 2021 year №2

Head of Scientific and Methodical Commission  (Iryna MASLIKOVA)

« 31 » 08 2021 year

Pr. №2 31.08.2021, prolongation Maslikova I. 

INTRODUCTION

1. The aim of the course is to provide a stable system of knowledge about the main forms of modern artistic, aesthetic and socio-cultural practices and new artistic and cultural phenomena, which will allow students to freely navigate and apply current research methods in real design processes, art and visual communications.

2. Preliminary requirements for the choice of the course:

1). Prior to studying this course, students **must know** main stages and characteristics of the historical and cultural process.

2). Students **must be able to** apply the basic terms, categories and classifications of culturology in the analysis of socio-cultural phenomena and processes.

3). Students **must have basic skill** of using the acquired knowledge and skills in research, design, educational, cultural-organizational and cultural-educational work.

3. Course description: "History and Theory of Design" is the obligatory course and this academic discipline is taught duration 1 semester. The course teaches the basics of the history and theory of design as an independent cultural discipline. The discipline acquaints students with the basics of modern artistic, aesthetic and socio-cultural practices and new phenomena in the fields of design and creative industries in general. The subject, tasks, theoretical bases, methodologies, main directions and problems of modern research in the field of creative industries and visual communications are determined. The principles of analysis of visual communications and technologies, providing expert assessment of trends in design and arts are considered. The variability of forms of visual practices, which is the result of the influence of interrelated factors (artistic thinking and artistic logic, carried out by specific formative means of art and culture) is explained.

4. Tasks (learning objectives) - to collect and interpret information on phenomena and phenomena of design culture, design cultural processes and events;

- to learn the history of formation and development, patterns, specifics, features of design in the system of culture and art of a certain historical epoch;

- to analyze works of art and works of design with the distinction of their belonging to a certain era, style, genre, form and content load, to carry out their meaningful interpretation, to apply modern culturological and philosophical-aesthetic concepts and methods in the process of understanding artistic and design phenomena;

- to cultivate skills of determining basic vectors of development and organization of cultural institutions, in particular in designing the development of their basic practices and creative industries.

The discipline is aimed at the formation of the following program competencies:

2. Ability to communicate in a foreign language.

7. Ability to search, process and analyze information from various sources.

3. Ability to identify the cultural needs of society and its certain groups and identify ways to satisfy them, to provide cultural rights and human freedoms.

4. Recognition of social and ethical mission of a culturologist, as well as possibilities and specifics of the practical use of culturological knowledge.

7. Ability to diagnose, predict, design and model professionally the cultural development of different cultural regions, art and visual culture.

9. Ability to use modern methods and tools of culturology, data analysis methods and information technology for research, to analyze and present research results, argue conclusions.

5. The learning out comes:

As a result of the learning out comes of the course student must

Learning out comes (1. To know; 2. To be able to; 3. Communication: 4. Autonomy and responsibility)		Forms and methods of teaching and learning	Methods of assessment	Percentage in the final assessment of the discipline
Code	Learning out comes			
	To know:			
1.1	The main forms of modern artistic, aesthetic and socio-cultural practices and new artistic and cultural phenomena in the fields of art, design and creative industries in general	Lectures, Self-study	Exam	10
1.2	The main trends in the development of art, the principles of the emergence of certain arts and the emergence of new arts; specifics of artistic thinking and artistic logic, carried out by specific formative means of art	Lectures, Self-study	Exam	10
1.3	Principles of representation of objects and objects of cultural heritage as components of culture and cultural existence of the person in their integrity, in the context of interaction of system elements of culture at each stage of historical process	Lectures, Seminars, Self-study	Oral presentation, Writing presentations, exam	10
1.4	new methodological principles of research of artistic traditions and basic forms of modern artistic and aesthetic practices in the field of visual communications	Lectures, Seminars, Self-study	Oral presentation, Writing presentations, exam	10
	To be able to:			
2.1	to analyze the scientific-historical and literary heritage, to be guided in the peculiarities of the artistic tradition and the main forms of modern artistic and aesthetic practices of the cultural regions of the world	Seminars, Self-study	Oral presentation, Writing presentations, exam	10
2.2	classify types of artistic practices; analyze visual communications and technology	Seminars, Self-study	Oral presentation, Writing presentations, exam	10
2.3	carry out expert assessment of trends in the development of visual and applied arts; it is reasoned to summarize the conclusions about the forms of artistic and design practices	Seminars, Self-study	Oral presentation, discussions, Writing presentations,	10

			exam	
2.4	logically correct reasoning, critical thinking, competently and convincingly build your own argumentation of basic knowledge of theories and techniques of argumentation	Seminars, Self-study	Oral presentation, Writing presentations	10
	Communication:			
3.1	use knowledge of foreign languages to analyze informational Internet resources, read the latest cultural literature in preparation for seminars and write independent papers;	Seminars, Self-study	Oral presentation, Writing presentations	5
3.2	to present the results of cross-cultural research and independent work in the form of reports, essays, presentations, abstracts	Seminars, Self-study	Oral presentation, discussions, Writing presentations	5
	Autonomy and responsibility:			
4.1	independently search for and critically process literature on socio-cultural research, fluent in methods of processing, analysis and synthesis of scientific information	Seminars, Self-study	Writing presentations	5
4.2	solve independently complex tasks related to the verification of the results of existing published socio-cultural research, and compare them with the results of actual research of contemporary art practices	Seminars, Self-study	Oral presentation, discussions, Writing presentations	5

6. Correlation of the learning out comes of the course with the program results

Learning outcomes of the course	1.1	1.2	1.3	1.4	2.1	2.2	2.3	2.4	3.1	3.2	4.1	4.2
Program results												
1.to understand the specifics and features of the implementation of cultural ideas, images, and meanings, as well as to critically evaluate the possibilities of their interpretation to solve important problems for a society	+	+		+	+	+	+					
6. to communicate fluently in official and foreign languages orally and in the writing to discuss professional issues, presentation of research results and projects									+	+		
8. to make effective decisions to solve complex tasks and practical problems of cultural development of society							+	+			+	+
12. to collect, analyze and evaluate empirical facts and interpret them in according to modern theoretical ideas of the relevant field of cultural studies.	+	+	+		+	+	+	+			+	
13. to plan and carry out scientific and applied research in the field of cultural studies, to generate and test hypotheses, to collect evidence and argue conclusions				+				+		+	+	+

7. Assessment Scheme:

7.1. Forms of assessment

Knowledge control is carried out by the ECTS system, which provides two-level assessment of the learned material, in particular the assessment of theoretical training - learning results (knowledge 1.1 - 1.4), which are 40% of the total assessment and assessment of practical training - learning results (to be able to 2.1-2.4); (communication 3.1-3.2); (autonomy and responsibility 4.1-4.2), which are 60% of the total points.

Assessment during the academic period:

1. **Oral presentation at seminars:** LR 1.3, 1.4, 2.1, 2.2, 2.3, 2.4, 3.1, 3.2, 4.2 –15 / 25points
2. **Addition to oral presentation and participating in discussions at seminars:** LR 1.3, 1.4, 2.1, 2.2, 2.3, 2.4, 3.1, 3.2, 4.2 –5 / 10 points
3. **Self-study– Writing presentation (Analysis):** LR 1.3, 1.4, 2.1, 2.2, 2.3, 2.4, 3.1, 3.2, 4.1, 4.2 –10 / 15 points
4. **Self-study – Writing presentation:** LR 1.3, 1.4, 2.1, 2.2, 2.3, 2.4, 3.1, 3.2, 4.1, 4.2 – 6 / 10points

The number of scores during the academic period is formed by the scores obtained by the student in the total learning process within this course. The overall assessment during the academic period consists of the scores obtained for the classroom work - 1) oral presentations at seminars, 2) addition to oral presentation and participating in discussions at seminars, 3) self-study – writing presentation (analysis), 4) self-study – writing presentation. All kinds of work during the academic period are as a result:

- down to the limit 60 points
- minimum 36 points

In the absence at the seminar, the student must make up missed oral presentation in written form

Final assessment is carried out in the exam:

Final Written Exam - LR 1.1, 1.2, 1.3, 1.4, 2.1, 2.2, 2.3, - 24/40 points

Examination assessment is done in writing. The examination papers consist 2 questions, each of which is rated on a scale of 20 points. So, total score amounts to 40 points in the final exam.

The student is not allowed to take the final exam if he / she has scored less than 20 points during the academic period.

In order to get an overall positive grade from the course, the exam points cannot be less than 24 points. If the student scored less than 24 points in the exam, they are not added to the semester grade (regardless of the number of points gotten during the academic period). In the exam sheet, the “Exam points” column is set to “0”, and only the number of points gotten by student during the academic period is transferred to the “Total number of points” column. The recommended minimum of admission to the exam is 36 points.

In that way, the final grade in the course (minimum 60, maximum 100 points) consists of the sum of points during the study period (minimum 36, maximum 60 points) and final exam (minimum 24, maximum 40 points).

Calculation of the final number of points:

	Number of points during the academic period	Final exam	Total number of points
<i>Minimum</i>	36	24	60

Maximum	60	40	100
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7.2 Organization of the assessment:

Activity during the academic period		Number of points during the academic period	
		Min – 36 points	Max – 60 points
Oral presentation at seminars	Topics 6-10, lessons will be according to learning schedule. In case student was absent, the seminar topics are reported in written form.	«3» x 5 = 15	«5» x 5 = 25
Addition to oral presentation and participating discussions at seminars	Topics 6-10, lessons will be according to learning schedule.	«1» x 5 = 5	«2» x 5 = 10
Self-study – Analysis / development of corporate identity of a cultural project in the form of a writing presentation	Preparing written autonomous research “ Analysis / development of corporate identity of a cultural project in the form of a writing presentation ” is carried out during the academic period. Presentation this self-study is done at last seminar according to learning schedule.	«10» x 1 = 10	«15» x 1 = 15
Self-study – Presentation of the main characteristics and representatives of national designs in 2 part of XX - early XIX century.	Preparing written autonomous research “ Presentation of the main characteristics and representatives of national designs in 2 part of XX - early XIX century ” is carried out during the academic period. Reported in written form.	«6» x 1 = 6	«10» x 1 = 10
Number of points during the academic period		36	60
Final exam		24	40
Total number of points		60	100

Assessment criteria:

1. Oral presentation at seminars:

5 points –student is fully familiar with the study material, presents it freely and argumentatively, discloses the content of the task deeply and comprehensively, critically analyzes, evaluates and synthesizes ideas using basic and additional cultural literature. PhD student demonstrates a high degree of independence.

4points–student is sufficiently familiar with the study material, presents it freely, but may not have sufficient arguments in the explanations, .mainly discloses the content of the task, using the obligatory cultural literature.Presentation can content minor in accuracies.

3points –student is familiar with the study material, but does not demonstrate the depth of knowledge and critical attitude to problems, does not use the recommended literature. Presentation contents essential in accuracies.

2points –student does not fully master the study material, presents it fragmentarily and superficially, makes essential mistakes, does not cope with the tasks.

2. Addition to oral presentation and participating in discussions at seminars:

2 points – the addition is meaning full and profound, essentially complements the discussion, demonstrates ability to the critical analyze and high level of independence of judgments.

1points –the addition is meaningful, demonstrates ability to the critical valuating of problems.

3. Self-study – Analysis / development of corporate identity of a cultural project in the form of a writing presentation:

15-11 points-student fully master the study material, freely and reasonably teaches it, deeply and comprehensively discloses the content of the task, correctly interprets the results, uses required and additional literature, demonstrates independence, reliability, impartiality of the research.

10-7points - student has a sufficient amount of material, freely presents it, but may not have enough arguments in the explanations, mainly reveals the content of the task, uses the required literature, demonstrates the independence and reliability of the study. Minor inaccuracies are allowed.

6-4points–student as a whole possesses material, but does not show depth of knowledge, independence in the decision of the set tasks, does not lean against the necessary literature, work contains essential inaccuracies.

3-0points–student does not fully master the material, presents it in fragments and superficially, does not sufficiently disclose the content of the questions. Has significant errors in the work. Demonstrates non-independence in the performance of tasks.

4. Self-study– Presentation of the main characteristics and representatives of national designs in 2 part of XX - early XIX century:

10-8points - student fully owns the material, freely and reasonably presents it, deeply and comprehensively reveals the content of the task, correctly interprets the results, uses required and additional literature, demonstrates independence, reliability, impartiality of the study.

7-6points - the student has a sufficient amount of educational material, freely teaches it, but may not have enough arguments in the explanations, mainly reveals the content of the task, uses the required literature, demonstrates the independence and reliability of the study. Minor inaccuracies are allowed.

5-4points –student as a whole possesses educational material, but does not show depth of

knowledge, independence in the decision of the set tasks, does not lean against the necessary educational literature, the work contains essential inaccuracies.

3-0 points –does not fully master the material, presents it in fragments and superficially, does not sufficiently disclose the content of the questions. Has significant errors in the work. Demonstrates non-independence in the performance of tasks.

5. Each question in Final exam (examination papers consist 2 questions):

20-16 points–student is fully familiar with the cultural material, presents it freely and argumentatively, discloses the content of the task deeply and comprehensively, demonstrates the link between cultural knowledge and its practical application, comprehend theoretical and practical issues critically; uses basic and additional literature, demonstrates independence, validity, integrity.

15-11 points–student is familiar with the cultural material, presents it freely, but demonstrates a lack of argumentation in the explanations; discloses the content of the task, using basic literature, shows the independence of judgments. The work contains minor inaccuracies

10-6 points–student is familiar with the study material, but does not demonstrate the independence in disclosing the content of the tasks, ability to critical analyze and evaluating, does not use recommended literature. The work contents essential in accuracies.

5-0 points–student does not fully master the study material, presents it fragmentarily and superficially, makes essential mistakes, does not cope with the tasks, does not demonstrate autonomy.

7.3. Rating scale:

Відмінно / Excellent	90-100
Добре / Good	75-89
Задовільно / Satisfactory	60-74
Незадовільно / Fail	0-59

**STRUCTURE OF THE COURSE
LEARNING PLAN**

№	Lecture title	Number of hours		
		Lectures	Seminars	Self-study
<i>Part 1. Design History</i>				
1	Topic 1. Art and design in pre-industrial production.	2		2
2	Topic 2. Mass production and consumption: industrialization and design.	4		4
3	Topic 3. Capitalization (USA) and aestheticization (Europe) of design.	4		4
4	Topic 4. Design in the post-industrial era.	2		2
5	Topic 5. Ukrainian design of the XX - XXI centuries.	2		2
6	Topic 6. Design in the cultural context of Modern and Postmodern. Institutionalization in the field of design.		4	8
<i>Part 2. Design Theory</i>				
7	Topic 7. Theoretical design concepts. Aesthetic, ethical and political aspects of design as a sphere of visual.		2	4
8	Topic 8. Theoretical design concepts. Gender and design.		2	4
9	Topic 9. Theoretical design concepts. Design and consumer society.		2	4
10	Topic 10. Design in the context of globalization.		2	4
11	Analysis / development of corporate identity of a cultural project in the form of a writing presentation.		2	14
12	Presentation of the main characteristics and representatives of national designs in 2 part of XX - early XIX century.			10
	Total	14	14	62

Total amount **90**hours, including:

Lectures – **14**hours

Seminars – **14**hours

Self-study – **62**hours

Recommended sources:

Basic:

1. Eco U. Function and Sign: The semiotics of Architecture. // Signs, Symbols, Architecture. N.Y., 1980.
2. Holl Edward T. The hidden dimension. Garden City, N.Y. 1969.
3. Hazel Clark; David Eric Brody. Design studies: a reader. – Oxford ; New York : Berg, 2009.
4. The Industrial Design Reader. – Edited by Carma Gorman. – New York ; Allworth Press. - 256 p.
5. Kjetil Fallan. Design History: Understanding Theory and Method. – Oxford ; New York : Berg, 2012. 224 pp.
6. The design history reader / edited by Grace Lees-Maffei and Rebecca Houze. – Oxford ; New York : Berg, 2010.
7. Барна Н.В. Дизайн у контексті художньої культури ХХ-ХХІ століть: монографія / Барна Н. В. – К.: «Університет «Україна», 2015. – 353 с.
8. Нариси з історії українського дизайну ХХ століття: Збірник статей / ІПСМ НАМ України; За заг. ред. акад. М. І. Яковлєва; Редкол.: В. Д. Сидоренко (голова), А. О. Пучков, О. В. Сіткарьова та ін. — К. : Фенікс, 2012. — 256 с.
9. Легенький Ю. Г. Дизайн одягу: посібник / Юрій Григорович Легенький // — Київ: КНУКіМ, 2008. — 374 с.

Additional:

1. Butsykina Y. (2021). Material culture as a method of urban design research: modern challenges. Українські культурологічні студії. № 1(8). С. 33 – 36.
2. Butsykina Y. (2020). Vernacular design as visual practice of urban space organization. Українські культурологічні студії. – № 1 (6). – С. 5 – 8.
3. Butsykina Y. (2018). Epistemological Dimension Of Design Culture Within Kjetil Fallan Historical Studies. Українські культурологічні студії. – № 2 (3). – С. 5 – 8.
4. Butsykina Y. (2017). Theoretical Framework And Methodological Concepts Of Design Culture. Українські культурологічні студії. – № 1 (1). – С. 9 – 12.
5. Butsykina Y. Vernacular design as visual practice of urban space organization // Українські культурологічні студії. – 2020. – № 1 (6). – С. 5 – 8.
6. Буцикіна Є. О. До питання щодо культурних вимірів дизайн-практик та їхнього теоретичного обґрунтування / Є. О. Буцикіна // Культура і сучасність : альманах. - 2019. - № 2. - С. 11-15.
7. Авраменко Д. К. Дизайн зовнішньої реклами в Україні кін. ХХ – поч. ХХІ ст. / Д. К. Авраменко // Вісник ХДАДМ : зб. наук. пр. – Х. : ХДАДМ, 2014. – № 3. – С. 4–8.
8. Біоніка в дизайні просторово-предметного середовища : навч. посіб. / С. П. Мигаль, І. А. Дида, Т. Є. Казанцева; Нац. ун-т "Львів. політехніка". - Львів : Вид-во Львів. політехніки, 2014. - 225 с.
9. Маркс К. Капітал. Процес утворення капіталу. Том І. Книга І. Переклад з російської: Андрій Річицький (переклад з 4-го російського видання, редактованого Швердіном, з передмовою автора. В загальному доступній обробці Юлія Борхардта). Харків: ДВУ, 1925 . 704 стор.
10. Munari, Bruno. Design as art. Penguin UK, 2008.
11. Шумєга С.С. Дизайн. Історія зародження та розвитку дизайну. Історія дизайну меблів та інтер'єра: Навчальний посібник. - К.: Центр навчальної літератури, 2004. - 300 с.