

Danish Design

3 Credits



Lecturer: Courtney D. Coyne-Jensen (CDCJ)

Course Assistant: Matthew Johnson (MJ)

Meeting Location: F24-306

This course offers a survey of Danish Design in the post-war era; a design tradition world renowned for, amongst other things, high-quality craftsmanship, functionality, simplicity, precision, contextualism, thoroughness, humanism, and continuity. Thus, this course naturally and to a high-degree also focuses on aesthetics- on 'the beautiful'. Yet, in the same light, design is never merely a beautiful surface or form alone - especially not in Danish praxes. This course shall therefore endeavor to make in-depth examinations into individual design fields, movements, and examples; striving to reveal the many essential considerations, questions and contexts that are situated behind the final outward appearances of some of Denmark's most successful designs.

A few of the grounding questions for the course that will continuously arise as we inquire more deeply 'beyond the appearance of things' include: Why do these designs look the way they do? What factors –for ex. environmental, political, sociocultural, economic, tectonic, etc.– influence a design's particular formal and material articulations? How has the designer come to arrive at her/his final results? What are the designer's viewpoints, and how do these relate to their design strategies, methods, and ultimate design(s)? How do these viewpoints and disciplines relate to currents in the wider culture; locally and globally alike? What are some of the key qualities and threads uniting the various design praxes and histories in Denmark? What are some of the principal reasons for the successful endurance and evolutions of Danish Design in contemporary times?

The course will be situated around the following four on-going and interwoven thematics:

- What is Design? Defining design – and designing design
- What is Danish Design and what are its roots?
- Perspectives on Danish Design
- Design disciplines (and their overlaps), including:

Product Design

Furniture Design

Architectural Design

Fashion Design

Civic Design

Transportation Design

Graphic Design

- New developments and future visions in Danish Design

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The Danish Design course will have its foundations in a series of core lectures, guest lectures, required readings, group discussion session, field studies, and independent ‘reflection’ assignments. Moreover, outside of the mandatory bi-weekly class sessions, students are required –individually and/or in concert with classmates– to visit numerous design museums, workshops, and shops in Copenhagen as part of their preparations for classes and examinations.

Required Readings:

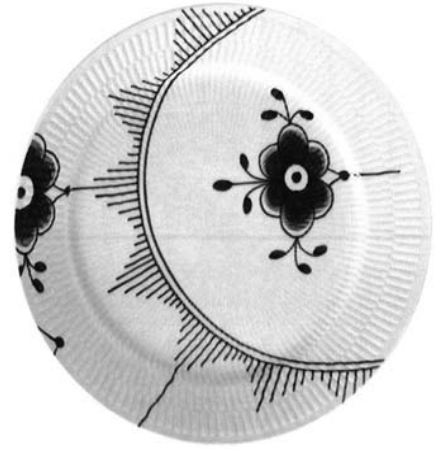
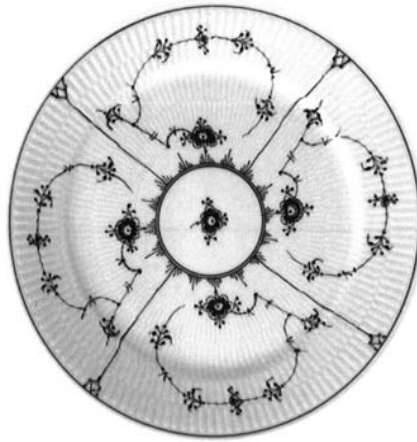
This course contains a significant load of required readings throughout the term: each of the core lectures and the student-led symposia is prefaced by required readings. The texts are a combination of online materials, hardcopy readings in the course reader, and books on the reserve shelf in the DIS Library. The texts will be extensively discussed in the symposia in particular, so your preparation is crucial. The purpose of the discussions are to understand and question the readings, as well as use the texts to provoke deeper inquiries related to contemporary Danish Design.

Learning Objectives:

At the end of this course you should have the abilities to:

1. demonstrate an enhanced level of critical evaluation and creativity in relation to the diversity of topics, inquiries and methods as presented in the course: particularly being able to demonstrate a competent grasp on the histories, theories, and methods of Danish Design in the salient periods
2. exercise effective criticism (textually, verbally, visually), whilst engaging in and contributing positively to the intellectual life of the class-as-a-whole. This includes demonstrating an ability to interrogate and interpret the diversity of design ideas as fielded in all lectures, readings, debates, field studies, independent assignments, and examinations
3. cultivate and structure a set of valid criteria — approaches, inquiries, methodologies, etc.— upon which your studies and practices of (Danish) design may be more meaningfully grounded and articulated
4. develop an awareness of different strategies of design thinking/ making that are recurrent in Danish Design, in order to challenge and expand one’s own design processes.

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Assessment Criteria:

The Danish Design course is 100% internally assessed. It should be noted that although two guest lecturers will present in this course, they will not be giving grades; only the course lecturer (CDCJ) will conduct graded assessments.

Grades:

All students are expected to develop a high-level of communicative clarity, professional judgement, and craft in all aspects of their work for this course. Grades will be based on four components:

10%	Participation and Attendance
20%	Reading Re-View Symposium
35%	Midterm Exam
35%	Danish Design Notebook



Danish Design Schedule

Day	Date	Session	Time	Topic
Fr	Aug 26	01	10:05 - 11:25	Lecture 1 - What is Design? (CDCJ) Course Introduction: Syllabus, Reading Re-view, and DD Notebook +Class representative election
Tu	Aug 30	02	10:05 - 11:25	Lecture 2 - What is Danish Design - and where does it stem from? (CDCJ) <i>Copenhagen Design Week 2011</i>
	<i>Sep 01 - 06</i>			
Fr	Sept 02	03	10:05 - 11:25	Reading Re-View and Symposium 1 of 6 Defining Design - and Designing Design Discussion leaders: Group #1
Tu	Sept 06	04	10:05 - 11:25	Lecture 3 - Product Design, Pt. 1 of 2 (CDCJ) <i>Short Study Tour</i>
	<i>Sept 09 - 11</i>			
Tu	Sept 13	05	10:05 - 11:25	Lecture 4 - Product Design, Pt. 2 of 2 (CDCJ)
We	Sept 14	06	10:00 - 17:00	REQUIRED Independent Field study 1 of 2 Royal Copenhagen, Illums Bolighus, Georg Jensen, (HAY) www.royalcopenhagen.com , www.illumbolighus.com , www.georgejensen.com , (www.hay.dk) NB: Set aside at least 2 hrs for this F.S.
Fr	Sept 16	07	10:05 - 11:25	Reading Re-View and Symposium 2 of 6 Design as a Tool for Marketing and Branding Discussion leaders: Group #2
Tu	Sept 20	08	10:05 - 11:25	Lecture 5 - Furniture Design, Pt 1 of 2 (CDCJ) REQUIRED Independent Field Study 2 of 2 Design Museum Denmark Bredgade 74, 1260 København K www.designmuseum.dk/furnitureindex NB: Set aside at least 2 hrs for this F.S.
	<i>Sept 21 - 28 09</i>			
Fr	Sept 23	10	10:05 - 11:25	Lecture 6 - Furniture Design, Pt. 2 of 2 (CDCJ)
Tu	Sept 27	11	10:05 - 11:25	Group Critique of DD Notebooks
Fr	Sept 30	12	10:05 - 11:25	Reading Re-View and Symposium 3 of 6 Making High Quality Design Available to the General Public Discussion leaders: Group #3 <i>Long Study Tour</i>
	<i>Oct 01 - 09</i>			
Tu	Oct 11	13	10:05 - 11:25	Lecture 7 - Architectural Design, Pt. 1 of 2 (CDCJ)
Fr	Oct 14	14	10:05 - 11:25	Reading Re-View and Symposium 4 of 6 Craftsmanship and Mass Production Discussion leaders: Group #4
Tu	Oct 18	15	10:05 - 11:25	Lecture 8 - Architectural Design, Pt 2 of 2 (CDCJ)
Fr	Oct 21	16	10:05 - 11:25	Midterm Exam Review
Tu	Oct 25	17	10:05 - 11:25	Midterm Exam (35% of overall course grade) NB: Essay questions = 3/4, and Multi-choice = 1/4
We	Oct 26	18	09:00 - 12:30	REQUIRED Group Field Study 1 of 2 NB: Site to be announced in class 1 week prior Meet at DIS Front Desk, 9:00 sharp

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Day	Date	Session	Time	Topic
Fr	Oct 28	19	10:05 - 11:25	Lecture 9 - Fashion Design (Marie Riegels Melchior)
	<i>Oct 29 - Nov 13</i>			<i>Independent Travel Period</i>
Tu	Nov 15	20	10:05 - 11:25	MIX-ALL Symposium 1 of 1 DD in the Blender: Objectification and Commodification of Design Discussion leaders: CDCJ + All +Midterm Exams Returned
Fr	Nov 18	21	10:05 - 11:25	Reading Re-View and Symposium 5 of 6 Life Between Buildings (1971) - and Copenhagen Vision (2015) Discussion leaders: Group #5
Tu	Nov 22	22	10:05 - 11:25	Lecture 10 - Civic Design (CDCJ)
Fr	Nov 25	23	10:05 - 11:25	Lecture 11 - Transportation Design (Søren Arildskov Rasmussen)
Fr	Nov 25	(23)	12:00	DD Notebooks due in AD office
Tu	Nov 29	24	10:05 - 11:25	Lecture 12 - Graphic Design (CDCJ)
We	Nov 30	25	09:00 - 12:30	REQUIRED Group Field Study 2 of 2 NB: Site to be announced in class 1 week prior Meet at DIS Front Desk, 9:00 sharp
Fr	Dec 02	26	10:05 - 11:25	Reading Re-View and Symposium 6 of 6 Welfare Technologies and Immaterial Design Discussion leaders: Group #6 +Peer-Assessment sheet due at the end of class (grading of all symposia, including your own team)
Tu	Dec 06	27	10:05 - 11:25	Lecture 13 - Quo Vadis? Prospects in Danish Design (CDCJ)
Mo	Dec 12		09:00 - 15:30	DD Notebooks available for pick-up in AD Office

