

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.

Assessment (includes both continuous and summative assessment)

Component	ILO Tested	Program me LO	Weighting	Team/ Individual
Continuous Assessment Problem statement and research question(s) Annotated bibliography The expect case study or public place observation	1,2,3,4	--	35	Individual
Final Project: A research proposal consists of problems/issues to be investigated; background and review of key literature; and proposed methods and tools.	1,2,3,4	--	45	Individual
Continuous Assessment: Participation	5	--	20	Individual
Total			100%	

Reading and References

1. Gibbs, Graham. *Analyzing qualitative data*. London: SAGE Publications, 2007.
2. Iarossi, Giuseppe. *The power of survey design: A user's guide for managing surveys, interpreting results and influencing respondents*. Washington, DC: World Bank, 2006.
3. Kuniavsky, Mike. *Observing the user experience: A practitioner's guide to user research*. San Francisco, Calif.: Morgan Kaufman, 2003.
4. Laurel, Brenda. *Design research: Methods and perspectives*. Cambridge: The M.I.T. Press, 2003.
5. Noble, Ian, and Bestley, Russell. *Visual Research*. Lausanne, Switzerland: AVA Publishing, 2005.
6. O'Grady, Jennifer Visocky, and O'Grady, Ken. *A designer's research manual*. Massachusetts: Rockport Publishers, 2006.
7. Reinharz, Shulamit. *Observing the observer: Understanding ourselves in field research*. New York: Oxford University Press, 2011.
8. Wong, Dona. *The Wall Street journal guide to information graphics: the dos and don'ts of presenting data, facts, and figures*. New York; London W.W. Norton & Co., 2010.

Course Policies and Student Responsibilities

(1) General

You are expected to complete all assigned readings, activities, assignments, attend all classes punctually and complete all scheduled assignments by due dates. You are expected to take responsibility to follow up with assignments and course related announcements. You are expected to participate in all project critiques, class discussions and activities.

(2) Punctuality

You are expected to be punctual for all classes. If you are more than 30 minutes late, you will be deemed as absent and will not be able to sign on the attendance register.

(3) Absenteeism

In-class activities make up a significant portion of your course grade. Absence from class without a valid reason will affect your participation grade. Valid reasons include falling sick supported by a medical certificate and participation in NTU's approved activities supported by an excuse letter from the relevant bodies. There will be no make-up opportunities for in-class activities.

Academic Integrity

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour Code, a set of values shared by the whole university community. Truth, Trust and Justice are at the core of NTU's shared values.

As a student, it is important that you recognize your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to

actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism, academic fraud, collusion and cheating. If you are uncertain of the definitions of any of these terms, you should go to the [academic integrity website](#) for more information. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

Planned Weekly Schedule*

*Subject to adjustment by instructor according to the teaching situation, students' progress, public holidays and unforeseeable circumstances. A revised schedule will be issued to students at the start of the semester.

Week	Topic	Course LO	Readings/ Activities
1	<ul style="list-style-type: none"> The role of art and design research <p>Overview of the key design research process and the concepts and roles of art and design research.</p>	1	<p>Introductory Lecture</p> <p>In-class discussion on personal, design and academic research processes</p> <p>In-class exercise Ideal research process</p>
2-7	<ul style="list-style-type: none"> Conceptual knowledge <p>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.</p>	1, 2, 3, 4, 5	<p>Lectures on:</p> <ul style="list-style-type: none"> - Contextual/Literature Review - Methodologies of Research - Research Design: Techniques and Tools - Design Analysis and Synthesis: methods and tools <p>In-class exercise</p> <ul style="list-style-type: none"> - Conducting Literature Search - Qualitative Research Activity - Conversation Analysis - Content Analysis <p>Assigned Projects</p> <p>Assignment 1: Aligning issues, purpose and research questions Write a problem statement and research question(s) for a proposed topic.</p> <p>Assignment 2: Annotated bibliography Write an annotated bibliography of at least five papers of the literature to be reviewed for a proposed topic.</p> <p>Assignment 3: The expect case study or public place observation Give a class presentation and write a 1000-word report for an interview or</p>

			<p>observation conducted.</p> <p>Project consultation Problem statement/research questions/ annotated bibliography/interview process/observation process.</p> <p>Project Critique Problem statement/research questions/ annotated bibliography/interview process/observation process.</p>
8-12	<ul style="list-style-type: none"> <p>Practical skills</p> <p>The students will 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.</p> <p>Written presentation of research proposals</p> <p>The students will 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.</p> 	1, 2, 3, 4, 5	<p>Lectures on:</p> <ul style="list-style-type: none"> - Inquiry Strategy - Communicating Findings - Research Proposal - Research Presentation - Case Studies by Guest Speaker(s) <p>In-class exercise</p> <ul style="list-style-type: none"> - Description, Interpretation, and Evaluation - EndNote Training <p>Assigned Projects</p> <p>Final Project: Research Proposal Write a research proposal and include the following key elements: 1) problems/issues to be investigated, 2) background and review of key literature, and 3) methods.</p> <p>Project consultation Continuous review and feedback of final project through various stages of completion.</p> <p>Project Critique Research proposal.</p> <p>Student Presentations on Assignment 3.</p>
13	<ul style="list-style-type: none"> <p>Oral presentations of research proposals</p> <p>The students will learn how to select content, language and style for audience-focused presentations.</p> 	1, 4, 5	<p>Student Presentations on final project with critique and feedback</p>