

CIRRUS NORDIC DESIGN SCHOOL NETWORK
FACULTY RESOURCE DATABASE

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**CATALOGUE OF COURSES AND LECTURES
THAT CAN BE OFFERED BY JAN MICHL**

COURSES:

**HISTORY AND THEORY OF (INDUSTRIAL) DESIGN:
AN INTRODUCTION**

Slide based lecture course, to be delivered (preferably) in Norwegian, but possible in English. **20 lectures:** each. 2 x 45 min., or 4 x 45 min. Two-week intensive course. Following areas are presented and discussed:

- 1.** DESIGN IN NATURE: Pre-Darwinian and Darwinian views of "design" in nature;
- 2.** THE DARWINIAN PERSPECTIVE ON HUMAN PRODUCTS AND ON DESIGN;
- 3.** TWO VIEWS OF FASHION: Veblen and Lipovetsky;
- 4.** THE NOTION OF DESIGN; nature of designing; industrial design;
- 5.** PRE-INDUSTRIAL DESIGN; Meissen vs. Wedgwood;
- 6.** DESIGN REFORMS IN 19TH C. ENGLAND;
- 7.** INDUSTRIAL DEVELOPMENTS IN 19TH C.: railways, bicycles; furniture industry;
- 8.** BEGINNING OF MASS-PRODUCTION IN USA;
- 9.** ROLE OF STANDARDIZATION;
- 10.** ART NOUVEAU GLASS DESIGN;
- 11.** CZECH CUBISM IN ARCHITECTURE AND DESIGN;
- 12-13.** THE HISTORY, ROLE AND IMPACT OF BAUHAUS;
- 14.** MODERNIST DESIGN THINKING
- 15.** CRITIQUE AND CRITICS OF MODERNISM IN ARCHITECTURE AND DESIGN.
- 16.** INDUSTRIAL DESIGN IN USA: Birth of a new profession.
- 17.** STREAMLINING IN USA AND EUROPE;
- 18.** DESIGNING CORPORATE IDENTITY;
- 19.** OUTLINE OF INDUSTRIAL DESIGN HISTORY IN SCANDINAVIA (under preparation);
- 20.** HISTORY OF THE INTERNET.

Any of the above themes can be presented as a separate lecture as well.

MODERNIST DESIGN PHILOSOPHY

Text based seminar course, in English or Norwegian, above all for theoretically interested, or advanced students, around selected modernist texts. **10 lectures/seminars** (each 2 x 45 min. or 3 x 45 min.; a two-week seminar at a tempo allowing good deal of discussion, or a high pace one week seminar). Discussions of following issues:

1. The notion of "ZEITGEIST"; **2.** Slogan "FORM FOLLOWS FUNCTION"; **3.** Demand for a NEW STYLE; **4.** Demand for "TRUTH" IN DESIGN; **5.** The idea of DESIGNER AS MEDIUM; **6.** ANTI-HISTORICIST IDEOLOGY OF MODERNISM; **7.** The anti-formalism, and formalism; the notion of ART FOR ART'S SAKE; **8.** The role of ABSTRACT ART; **9.** Question of FASHION, AND MODERNISM; **10.** Conflicting INTERPRETATIONS OF MODERNISM.

Overheads, few slides. Any of the above themes can be presented as a separate lecture/seminar as well.

LECTURES / TALKS:

For possible **lectures / talks on other issues**, please, consult titles of my online texts at <<http://www.geocities.com/Athens/2360/jm.online.html>>, with several papers on selected theoretical issues.

I would be very interested to prepare a talk/lecture about **the issues listed below** (in no particular order). Language: either Norwegian or English. Length: 30-40 min. of talk, 30-40 min. to discussion. -- Would need a notice well in advance.

- Design seen as redesign
- The notion of 'organic' in design thinking
- Automobile industry vs. modernist architecture: two different attitudes to aesthetic preferences of users
- Art teaching: learning from precedents or starting from a clean slate?
- The nexus between industrial design and commerce
- Abstract art as *the* source of industrial design aesthetic
- Why did modernists love Gothic while being against historicism in design?
- How to look at art: techniques of cautiously approaching art objects
- The advertisement art from a positive perspective
- Design crimes committed in the name of art
- David PYE: a subtle design thinker
- Why has the modernist minimalism proved so durable?

- Hannes MEYER: an extreme functionalist – or an extreme formalist?
- Arguments against the concept of self-expression in art
- Hidden determinants of architecture and design (censure from professional community, role of the media, peer pressure, exhibitions, journal presentations, etc.)
- Harm done to our sensibilities by abstract art
- Abstract art: historical necessity – or a stroke of good luck for designers?
- Why is knowledge of design history important for would-be designers?
- Survivals of disfunctional solutions amidst attempts at functional design (books, traffic signs, newspaper presentations, radio and TV communication design, etc.)
- Ernst GOMBRICH'S idea of art
- Needs, wants, functions, forms: what do designers really do?
- Biological analogies in 20th century design theory are pre-Darwinian
- User manuals: an under-evaluated part of product development
- There is a need for a new functionalism
- Key inventions in the history of mankind
- Neoteny /paedomorphosis and design (use of child-like and youngish proportions in design)
- New art forms of the past hundred years: film, LP-covers, music video, and ...
- Quentin BELL'S idea of *conspicuous outrage* as an extension of Veblen's categories
- Do engineers begin from zero?
- Phenomena of *marketing, advertisement* and *commerce* as found in plants and animals
- Analogies between functionalist theories of form, and Marxist theories of social formations
- Anti-commercialist trends in modern design thinking
- Design as deception vs. design as communication
- Five ferocious critics of modernist art: Percy Windham LEWIS, Matthias PESCHCKE-KØEDT, T.H. ROBSJOHN-GIBBINGS, Jean GIMPEL, and Tom WOLFE
- Communication theory: Importance of the notion of *redundance* for designers
- Importance of the notion of *affordance* for designers
- "To prostitute oneself": on the use of the notion by contemporary designers
- Newness of things and oldness of things: their power of attraction in different social contexts
- When men design for women
- Unintended consequences of intended human actions as a primary consideration for designers.