Instructor
Paul Alan Thibaudeau, Ph.D
Office
Contractor’s Office
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Office Hours
Wednesday mornings 10 am to 11:15 am
Course Time and Location
Mackenzie 4342, Wednesdays, 11:35 AM to 2:25 PM

Course Description
Cultural subjects which have an influence on contemporary industrial design. The perspective of the course is anthropological: the context and cultural relevance of industrial design.

Course Objectives
• familiarization with some of the basic theories found in sociology, anthropology, design and cultural studies and how these affect products;
• understanding of products in their varied contexts, i.e., local, national, international as well as what this means for human society and uses

Course Schedule

Lecture 1 - What it means to be human (September 6, 2017)

We will explore how the evolution of human cognitive ability spans millions of years and has culminated in a unique series of inter-related abilities for our species. Although humans are not the only tool users (chimpanzees and sea otters, among other animals, share that ability), nor the only users of language (dolphins share this ability), we have a unique combination of cognition that relies on language and making things to help us think better.

Readings:

Lecture 2 – No class (September 13, 2017)

Due to a work commitment this week will have no class. I encourage you to reach out to me via email for essay topic support, as I will be checking email regularly.

Lecture 3 – Symbolizing the State (September 20, 2017)
The emergence of state formation on the heels of the agricultural revolution spurred new forms of social adaptation as societies developed new symbols to enhance the growing polity sphere. We will look at some historic and recent examples of symbols in action and discuss the nature of the symbolic construction of the state and the concept of Great Leader.

Readings:


Lecture 4 – The Development of Europe and the Industrial Revolution (September 27, 2017)

Understanding how the reach of colonialism through trade and the age of imperialism set the stage for development and underdevelopment in many parts of the world. This lecture will also explain the development of the Industrial Revolution and how it shaped the nature of production and capitalism.

Readings:


Lecture 5 – The Symbolic Economy (October 4, 2017)

From the earliest development of exchange systems, humans have used exchange as the basis of a form of relationship. The symbolic representation of that exchange through mediums of exchange reflects this growing movement towards a mythologizing of powers both for economies and for the products that make up those economies. This lecture will explore how advertising and consumption have served to reflect this change in the symbolic creation of value and worth in human societies.

Readings:


Lecture 6 – The Symbolic Environment (October 11, 2017)
What is the post-industrial economy and why is it necessarily seen as sustainable compared to the industrial one? Issues of rising energy use to push a potentially unstable economic growth model will be explored.

Readings:


Lecture 7 – Development and Globalization (October 18, 2017)

How the current world market economy creates conditions for the perpetuation of that dependency will also be examined.

Readings:

Week of October 23 to October 27, 2017 – Fall Break

Lecture 8 – Empowering Communities with Design (November 1, 2017)

This lecture will outline the ethical issues surrounding applied research and the growth of collaborative approaches through design to improve outcomes for community development. Issues of designing for disability and enhancing small business opportunities in communities will be examined.

Readings:


Lecture 9 – Technology and Design (November 8, 2017)

This lecture will examine how technology has been symbolized in anthropology and design, as well as popular social awareness; we will discuss how this symbolization may, or may not, reflect all of the nuances of technology and its impacts on human culture and direction.

Readings:


Lecture 10 – Language and the Meaning of Things (November 15, 2017)
Humans live within a web of language and material things, but how we integrate those items into our everyday lives is part of the study of how we create meaning. This lecture will examine the impacts of language and material culture with an eye to understanding how these are used to create and represent meaning.

**Readings:**


**Lecture 11 – Art, Style and Design (November 22, 2017)**

What is art and style? What is the role of the artist in the symbolic production of culture and expression? This lecture will explore the interplay between art production and the process of meaning making with a cross-cultural perspective, and its relationship to design practice.

**Readings:**


This lecture will discuss the growing interconnections between design thinking, anthropology fieldwork and the development of business research and development. Particular emphasis will be placed on how we can use ethnography and design thinking within service design for organizations.

**Suggested Readings:**


**Lecture 13 – Review for Final Exam (December 6, 2017)**

Review what to expect for the final exam.

No readings.

**Recommended Materials**
Suggested readings can be downloaded from the Carleton Library Website http://www.library.carleton.ca/ (enter the title of the journal article into Summon)

Course Assignment and Exam:
- One essay due Wednesday, November 8, 2017 and worth 50% of course grade
- One final exam – date to be scheduled by the Registrar and worth 50% of course grade

Course Completion Requirements:
Both the essay and the exam must be completed by the student in order to pass the course.

Course Evaluation Information:
- Essay – 10 pages (of discussion), double-spaced, covering 10 sources, at a minimum. The essay may, of course, be longer than the minimum requirement. The ten pages excludes the cover page, bibliography and any photos that may (or may not) be included. Cover page will contain the essay title, name of student, student number, course number and name of instructor. Must be printed double sided (including the cover page) and stapled in the top left hand corner. All pages after the cover page are to be numbered consecutively, included the bibliography. All sources are to be cited using the APA style as discussed in the required textbook.

- Final Exam – 100 question multiple-choice exam about key themes from Lectures 2 to Lecture 11, inclusive (so 9-10 questions per lecture).

The paper is due in class in my hands at 11:35AM Wednesday, November 8, 2017. All deliverables submitted late will accrue a 10% per day or part of day deduction from the determined grade, to a maximum of 3 days, from the original deadline time and date. Failure to submit within 3 days, without approval from the instructor, will result in a grade of F.

Student Access to Exam Papers
Examinations are for evaluation purposes only and will not be returned to the student.

Academic Accomodations
You may need special arrangements to meet your academic obligations during the term. For an accommodation request the processes are as follows:

Pregnancy obligation: write to me with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details visit: http://carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Religious obligation: write to me with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details visit: http://carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Academic Accomodations for Students with Disabilities: The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism
Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or pmc@carleton.ca for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your Letter of Accommodation at the beginning of the term, and no later than two weeks before the first in-class scheduled test or exam requiring accommodation. Requests made within two weeks will be reviewed on a case-by-case basis. After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website (www.carleton.ca/pmc) for the deadline to request accommodations for the formally-scheduled exam.

**Instructional Offenses / Plagiarism**
The regulations of the university require that we bring to your attention regulations on Instructional Offenses, descriptions of which can be found in the current Academic Integrity Policy available on the Student Affairs website. At the same time it seems that students do not always understand the meaning of plagiarism and how to avoid it.

In industrial design, ideas and concepts come from a multitude of sources to be modified and utilized in the design and development process. The student should reference sources appropriately.

**Student Responsibility**
The student is responsible for knowing the content of this course outline, the schedule of classes, assignments, and examinations; and material covered during any absence from scheduled classes.

**Other Considerations**

**September 30**
Last day to withdraw from fall term and fall/winter courses with a full fee adjustment.

**October 23 – October 27**
Fall Break – No classes!

**November 10**
Last day to submit, to the Paul Menton Centre for Students with Disabilities, Formal Examination Accommodation Forms for December examinations.

**December 8**
Fall term ends. Last day of fall-term classes.

**December 10-22 (including Saturdays)**
Final examinations in fall term courses and midterm examinations in fall/winter courses will be held. It may be necessary to schedule examinations during the day for classes held in the evening and vice versa.
Changes to the Course Outline
The course outline may be subject to change in the event of extenuating circumstances.