

Name **Design Anthropology**

- Classroom
- Studio or workshop
- External venue
- Online

Codes **Kód helye**

Host **Design Institute**

	Type	ECTS	Contact hours	Student work	Course type	Semester	Unit
Basic info	Term mark	2	26	34	seminar	2024/2025/1	MA1

Recommendation

Short Description

Design and anthropology have more in common than one might assume. Since most things are designed for and by Homo Sapiens Sapiens, it makes sense to study the human condition to create the most human design. In this series of talks we will address the social responsibilities of designers and their shortcomings.

Teachers

Name	Contact information	Short bio	Open hours
Michael Leube, Ph.D.	michael_leube@yahoo.com +34680923561		

Semester schedule

Course scheduling	Weekly class appointments
9-11/9/2024	10.00-16.30

#	Date	Weekly educational content
1		What is Human Nature: Nature, Nurture or both? <ul style="list-style-type: none"> • Natural/Sexual/Artificial Selection • Design without a Designer? • Cultural Progress
2		99% Ape, 1% Bee: Designing for Humans <ul style="list-style-type: none"> • Individual and Group • Nation and State • Hierarchy and Egalitarianism
3		Don't say the "A" word! <ul style="list-style-type: none"> • Design and Art Why art and design? • Form and Function • Semiotics
4		Too much Stuff! The Difference between Need and Want <ul style="list-style-type: none"> • The Marketing Revolution • Obsolescence and Sustainability • Garbage and Durability
5		Distribution: The Fight for Goods <ul style="list-style-type: none"> • Infinite want and finite resources • War and resources
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Requirements and evaluation

Assignments	Evaluation criteria	Deadline	% in evaluation
Essay		2024.12.06.	50%

Compulsory readings

Recommended readings

Anthes, E. (2020). *The great indoors: the surprising science of how buildings shape our behavior, health, and happiness*. Scientific American/Farrar, Straus and Giroux.

Boehm, C. (1999). Hierarchy in the forest: Egalitarianism and the evolution of human altruism.

Bollier, D., & Helfrich, S. (2019). *Free, fair, and alive: The insurgent power of the commons*. New Society Publishers.

Bolten, B., & Barbiero, G. (2020). Biophilic Design: How to enhance physical and psychological health and wellbeing in our built environments. *Visions for Sustainability*, 13, 11-16.

Brown, T., & Katz, B. (2011). Change by design. *Journal of product innovation management*, 28(3), 381-383.

Chapman, J. (2021). *Meaningful Stuff: Design That Lasts*. MIT Press.

Chapman, J. (2009). Design for (emotional) durability. *Design Issues*, 25(4), 29-35.

Chapman, J. (2017). *Routledge handbook of sustainable product design*. Taylor & Francis.

Diamond, J. M., & Ordunio, D. (1999). *Guns, germs, and steel*(Vol. 521). Books on Tape.

Giphart, R., & Van Vugt, M. (2018). *Mismatch: how our stone age brain deceives us every day (and what we can do about it)*. Robinson.

Henrich, J. (2020). *The WEIRDest people in the world: How the West became psychologically peculiar and particularly prosperous*. Penguin UK.

Heying, H., & Weinstein, B. (2021). *A Hunter-gatherer's Guide to the 21st Century: Evolution and the Challenges of Modern Life*. Penguin.

Kellert, S., & Calabrese, E. (2015). The practice of biophilic design. *London: Terrapin Bright LLC*, 3, 21.

Miller, G. (2009). *Spent: Sex, evolution, and consumer behavior*. Penguin.

Monteiro, M. (2019). *Ruined by design: How designers destroyed the world, and what we can do to fix it*. Mule Design.

Murray, D. (2019). *The madness of crowds: Gender, race and identity*. Bloomsbury Publishing.

Norman, D. (2013). *The design of everyday things: Revised and expanded edition*. Basic books.

Papanek, V., & Fuller, R. B. (1972). *Design for the real world*.

Saad, G. (2007). *The evolutionary bases of consumption*. Psychology Press.

Wilson, D. S. (2020). *This view of life: Completing the Darwinian revolution*. Vintage.

Learnings	Knowledge	The use of basic design-research methods and to improve empathy between designer and end-user.
	Skills	Learning the strategy of designing, conducting and debriefing research.
	Attitude	Adding value to all stakeholders through insights from the field of anthropology.
	Responsibility	To understand the responsibility of design practices and develop a critical standpoint in the design practice.

Exemption	<input checked="" type="checkbox"/> Exemption from attending and completing the course cannot be granted
	<input type="checkbox"/> Exemption may be granted from the acquisition of certain competencies and the fulfilment of tasks
	<input type="checkbox"/> Some tasks can be substituted with other activities,
	<input type="checkbox"/> A full exemption can be granted

Curriculum connections	Unit	Parallel courses	Course proportion in unit
	Interaction Design Basics	Design Anthropology	2 ECTS
		Design Ethnography	2 ECTS
		Discussing Design	2 ECTS
		Principles of Computational Design	2 ECTS
		Fundamentals of Product Design	2 ECTS
Mastering IxD 1. – The Human Aspect		5 ECTS	

Course prerequisites	Is it available as an elective?	Prerequisites in case of elective
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Misc. information
