ONLINE COURSE :
CULTURE SENSITIVE DESIGN

Starts: 4 November 2019 ▪ Cost: € 375 ▪ 7 weeks ▪ 3 - 4 hours per week

ABOUT THIS COURSE

Could a valuable (and healthy) innovative idea, such as the use of hot air technology to fry food, be adopted worldwide? Can indigenous patterns and other forms of native art be used to decorate products regardless of their context and meaning? Can the way we look at and compare cultural differences and practices be a source of inspiration in product and service design?

Cultural sensitivity and understanding can stimulate the potential for innovation in new product and service design. This course will take participants beyond the obvious into the unexplored. It will expand their view and move their research from the realm of the traditional user-product environment into the cultural context. Cultural sensitivity will help, not only to avoid mismatches between designs and intended users, but it will also prove a great source of inspiration and opportunities for new product design.

YOU WILL LEARN TO:

- Incorporate culture-sensitivity into your design process to avoid mismatches and improve your design outcomes;
- Examine cultures of intended users and apply the results to your work;
- Determine opportunities for applying culture as a tool while designing;
- Integrate cultural tools and theory into a design project;
- Use culture as a source of inspiration and opportunities for new product design.

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https://online-learning.tudelft.nl/culture-sensitive-design

CULTURE SENSITIVE DESIGN

Think ahead ▪ Avoid mismatches ▪ Find new product ideas ▪ Be adaptable

COURSE DETAILS

The course consists of lectures, interviews with experts and practitioners, quizzes, hands-on assignments and so called 'mapping sessions' accompanied with easy to fill in templates, relevant literature, videos and the 'Crossing Cultural Chasms' card set that we will use during the course. This card set is a practical tool specifically designed for product and service designers to deal with culture in design.

This online course is aimed at design practitioners, who will be joined by masters design students from TU Delft. The course will give you, as a working professional, the opportunity to learn and benefit from masters students' work; their reflections on design, their application of the theory provided and their use of a range of methods.

You can also save time in your practice as we offer you the opportunity of pitching a design challenge that our masters students may choose to work with during the course. Our course team will also provide you with feedback and answer all your questions.

IS THIS COURSE FOR YOU?

For an optimal course experience, we invite design practitioners with the following background:

*   you have relevant background and experience in product or service design
*   you are a hands-on designer, or, as a design researcher you are working for a studio, a company, or other organization
*   you are not a student
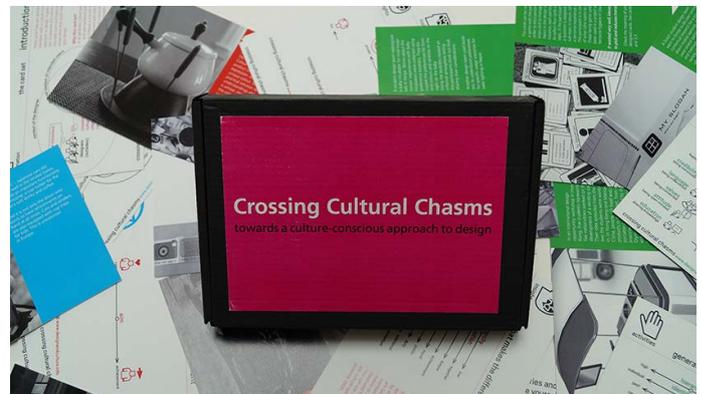
COURSE OUTLINE

Week 1 - getting to know culture
*   Culture in design and framing culture
*   Guest interview on acculturation
*   Assignment: Key terms we use to describe and understand culture

Week 2 and 3 - culture and identity
*   Culture and identity
*   Third Culture Kids
*   Guest lecture on game design research
*   Guest interview on cultural sensitivity and third culture kids
*   Two assignments: timeline and key terms

Week 4 and 5 - cultural values and practices
*   Guest lecture on value and value conflicts
*   Cultural values and practices
*   Culture sensitive design in practice
*   Designers' identity
*   Guest interview on cultural values in the design practice
*   Assignment: Design company culture

Week 6 and the holiday period
*   Pitching your design project
*   Guest interview on the global design practice
*   Interaction and feedback with students online

Week 7
*   Final presentations on students' design projects
*   Wrap-up together with students

TESTIMONIALS

"I learned how culture expresses itself in so many different ways and on many different levels. Many things we don't perceive as culture in day to day life are in fact part of it. And so, without noticing quite often we design something which really mostly works only in our own culture."

"I thought it was a fantastic course, I learnt a lot which I will apply to my work."

''It is a great course and I'm thoroughly enjoying it."

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