Mapping graphic design practice & pedagogy

CORAZZO, James <http://orcid.org/0000-0002-9542-6551> and RAVEN, Darren

Available from Sheffield Hallam University Research Archive (SHURA) at:
http://shura.shu.ac.uk/14912/

This document is the author deposited version. You are advised to consult the publisher's version if you wish to cite from it.

Published version

CORAZZO, James and RAVEN, Darren (2016). Mapping graphic design practice & pedagogy. In: Exploring Territories: mapping the terrain of graphic design education Cardiff Metropolitan University 8—9 September 2016, Cardiff Metropolitan University, 8-9 September 2016. (Unpublished)

Copyright and re-use policy

See http://shura.shu.ac.uk/information.html
workshop—
Mapping Graphic Design
Practice and Pedagogy

James Corazzo (j.corazzo@shu.ac.uk) and Darren Raven (D.Raven@salford.ac.uk)

Exploring Territories — 8–9 September 2016, Cardiff School of Art and Design
workshop outline—
15 mins context chatter
45 mins activity
30 mins discussion
graphic design is ...

heterogeneous

heteronomous

polymodal
Graphic design is...

**heterogeneous**
made up of parts that are different

**heteronomous**
specialized along different lines of growth or under different controlling forces

**polymodal**
belongs to multiple groups or multiple categories
graphic design is ... heterogeneous heteronomous polymodal

multiplicity? made up of parts that are different specialized along different lines of growth or under different controlling forces belongs to multiple groups or multiple categories
I have no idea what graphic design as a descriptor means anymore [t]he area it once inhabited has now become so blurred with other disciplines that a whole new world has opened up

Ellery (2006)
messiness and multiplicity
mapping as a productive tool to make sense of the messiness and multiplicity
Mark Lombardi
Making a map is a way to hold a domain still for long enough to be able to see the relationships between the various approaches, methods, and tools. Maps are good for visualizing relationships.

Sanders (2007)
Mapping as a way to make sense of things in a world of complexity, overabundance and rapid change. Mapping fixes things momentarily. Mapping is a core activity of what designers do.

Liz Sanders (2007)
An Evolving map of design practice and design research
Mapping as a way to make sense of things in a world of complexity, overabundance and rapid change—mapping fixes things momentarily.

Mapping is a core activity of what designers do.

Charles and Ray Eames
Four Fields of Design—
Tharp and Tharp (2009)
Four Fields of Design—

Commercial Design
Responsible Design
Experimental Design
Discursive Design
Commercial Design—
‘This is design work oriented toward, and driven by, the market’
Responsible Design—

‘primary intent is not a maximisation of profit, but instead to serve the underserved.’
Experimental Design—

‘defined perhaps more by its process than its outcome..... motivated by a curiosity—an inquiry into, for example: a technology, a manufacturing technique, a material, a concept, or an aesthetic issue.’
Discursive Design

‘These are tools for thinking; they raise awareness and perhaps understanding of substantive and often debatable issues of psychological, sociological, and ideological consequence.’

Christine Meindertsma / Fig 03949
Activity—
As a group choose 1 project, consider the designers/project intentions and map it.
Activity—
Reflect on your own individual design education. Can you map what the intent of that course was?

Share, discuss and map each of your courses
Activity—
Mapping Course Finders
Mapping as a way to make sense of things in a world of complexity, overabundance and rapid change.

Mapping fixes things momentarily.

References—
Mapping Course Finders