

Mapping graphic design practice & pedagogy

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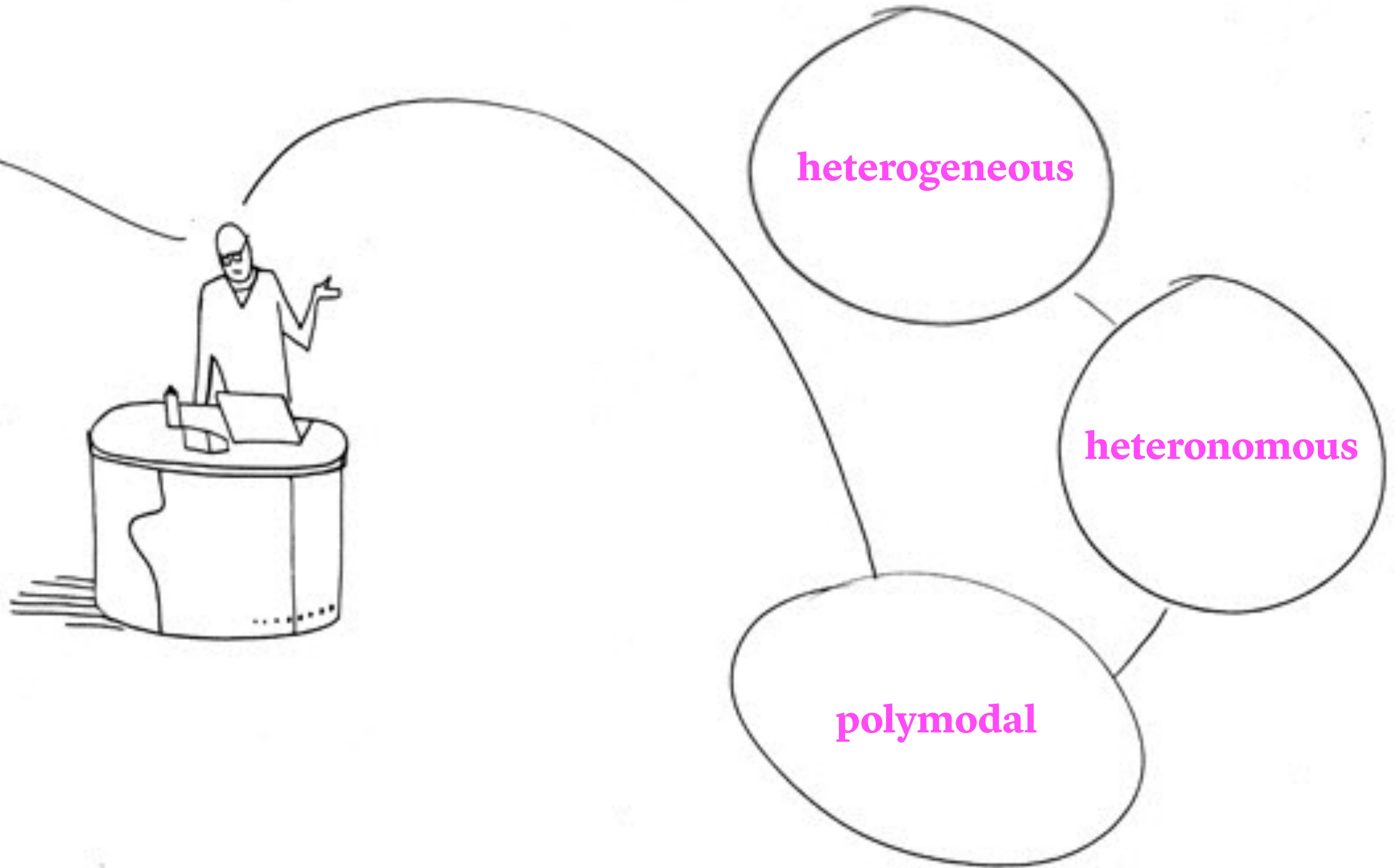
workshop—
**Mapping Graphic Design
Practice and Pedagogy**

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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 ...



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 ...

multiplicity?

heterogeneous

made up of parts that are different

heteronomous

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

polymodal

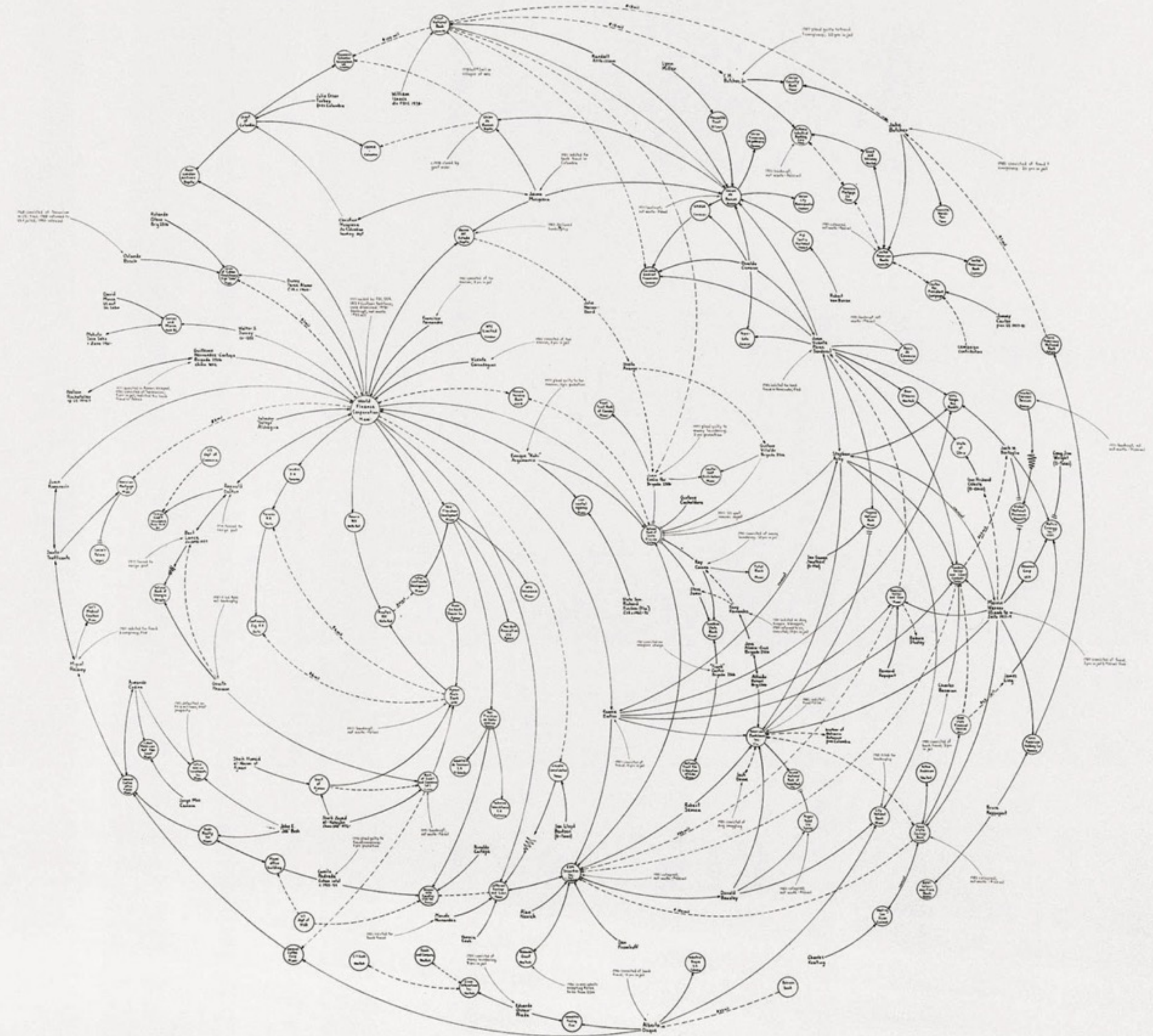
*belongs to multiple groups
or multiple categories*

**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)

**mapping as a productive
tool to make sense of the
messiness and multiplicity**

Mark Lombardi
*World finance an Corporation
and Associates ca 1970-84 (1999)*



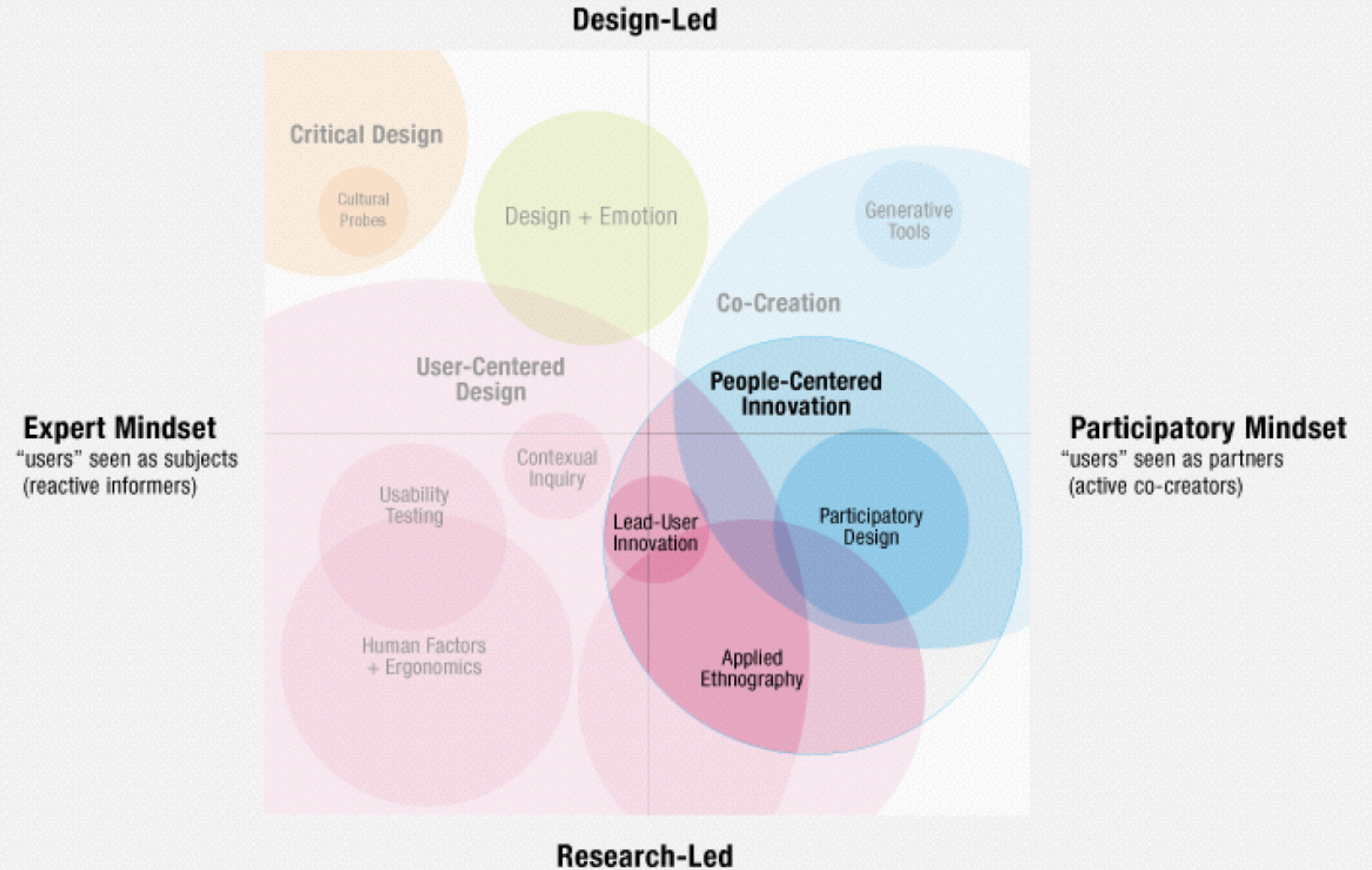
World Finance Corporation and associates, 1970-84
Miami - Ayman - Bayala - Casares
[1st edition]
M. © 1993

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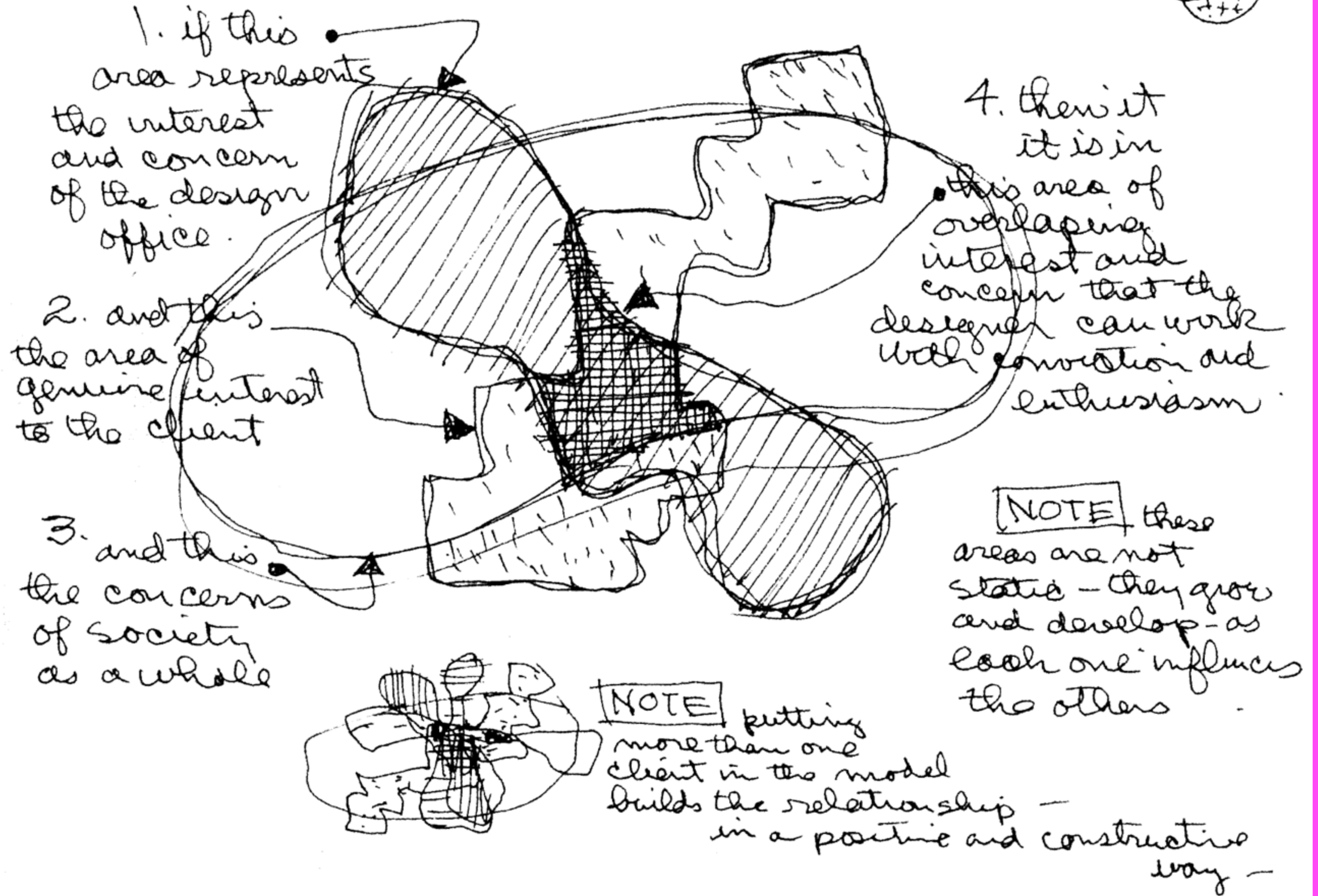
Making a map is a way to hold a domain still for long enough to be able to see the relationships between the various approaches, methods, and tools. Maps are good for visualizing relationships.

Sanders (2007)

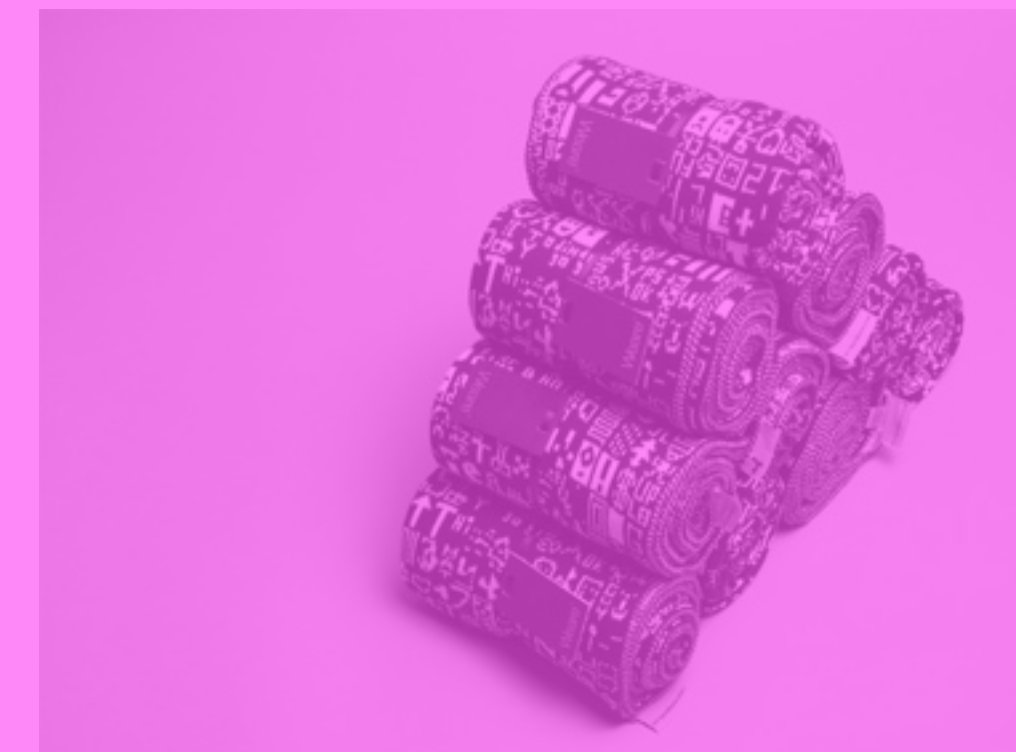
Liz Sanders (2007)
*An Evolving map of design
practice and design research*



Charles and Ray Eames

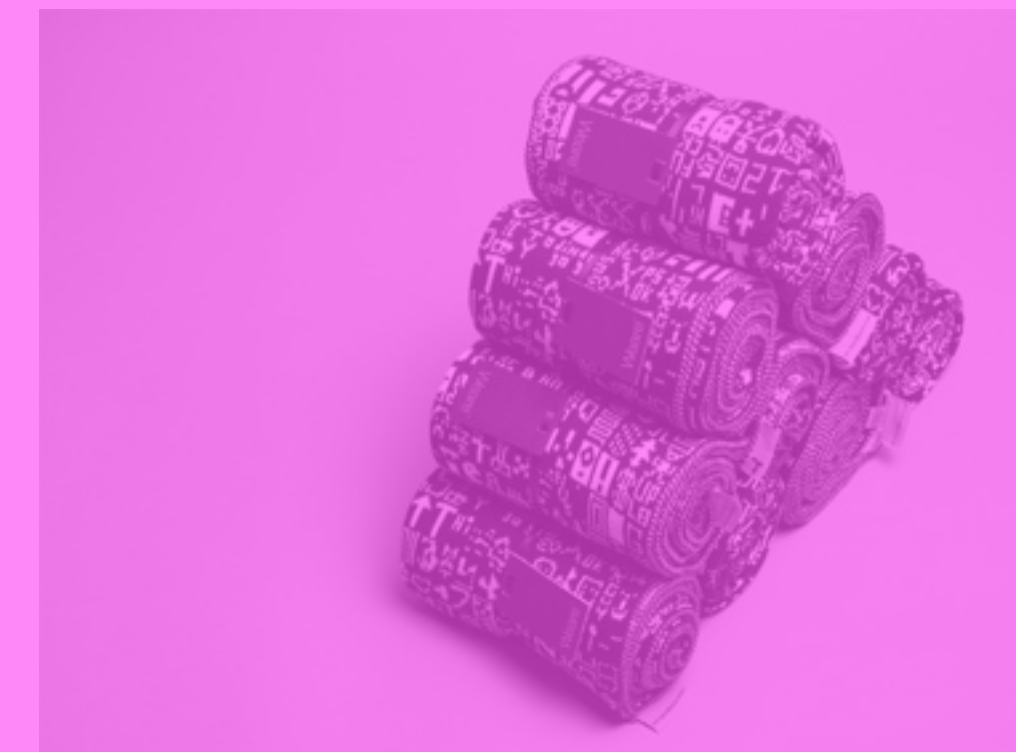


Four Fields of Design— Tharp and Tharp (2009)



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’



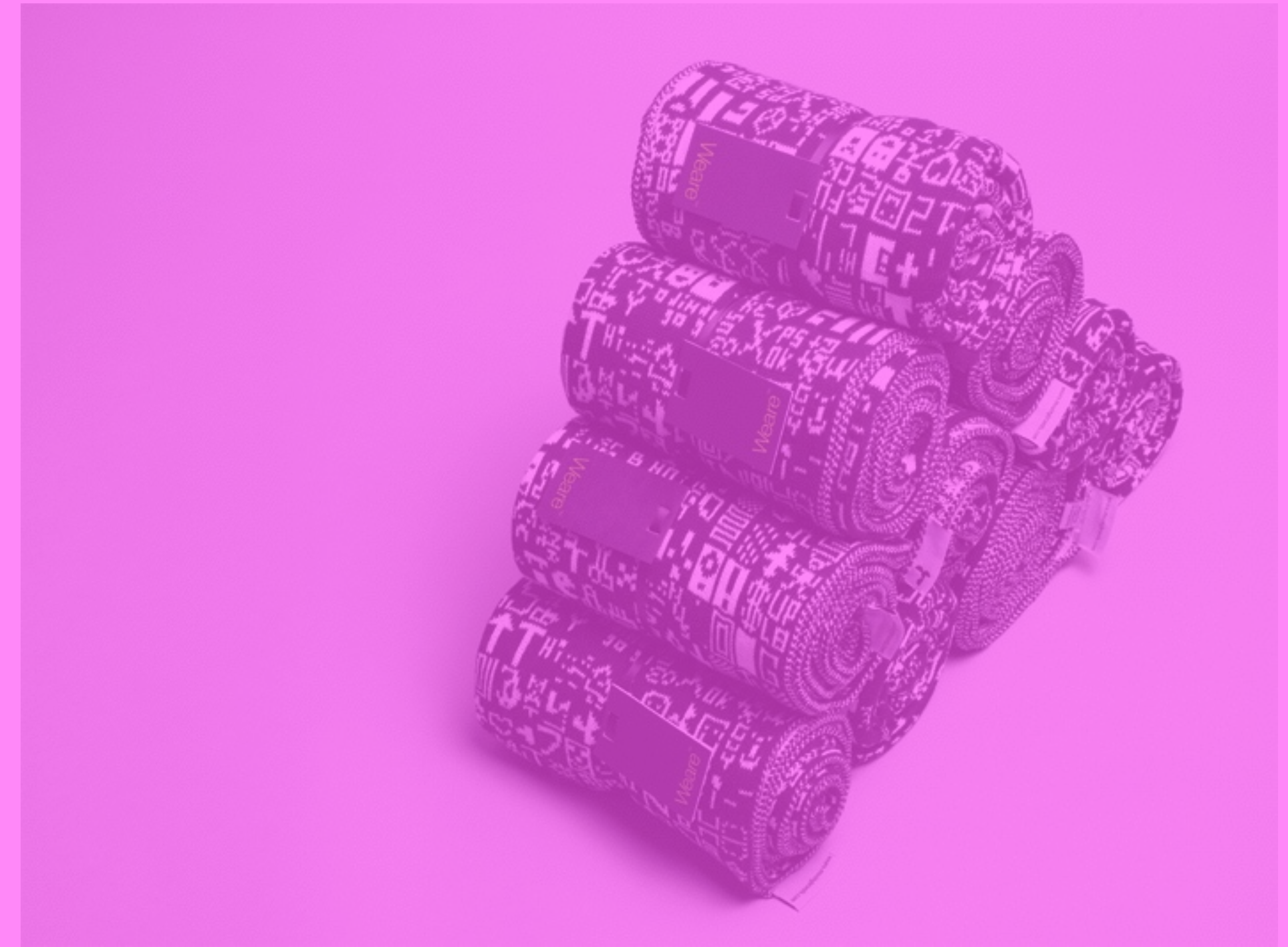
Responsible Design—

‘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.’



Moving Brands / Weare

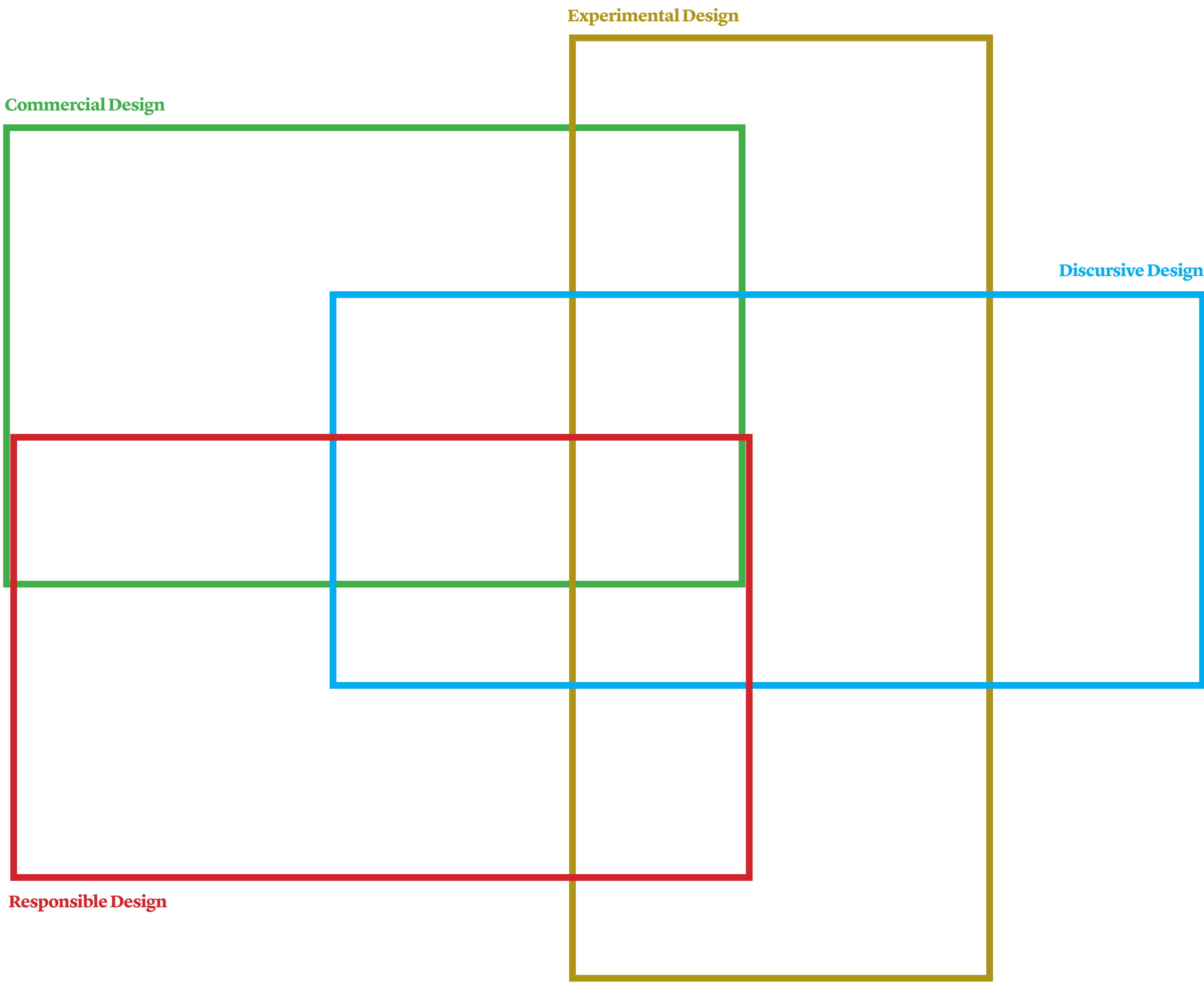
Discursive Design

‘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 / Pig 05049

Mapping Graphic Design
Practice and Pedagogy Workshop



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

References— **Mapping Course Finders**