

Course Title	AFFECTIVE DESIGN I				
Course Code	EAD01				
Course Type	Elective				
Level	Bachelor				
Year / Semester	3 rd , 4 th / Fall, Spring				
Teacher's Name	Panagiotis Roupas				
ECTS	6	Lectures / week	3	Laboratories / week	0
Course Purpose and Objectives	<p>This course analyses the fundamental concepts and practices of design theorising design as an affective medium, which has the capacity to affect and be affected. The affective design ranges from spatial assemblages to the emerging field of affective computing. Students learn to conduct research on design objects in order to reveal the design mechanisms that are used to enrich the design outcome with affective capacities. Students will develop the basic skills through hands-on exercises and assignments, in order to familiarise with an user-entered, affective design process. Finally this course will focus on strategies to utilize design as a means for transformation., through a human-centered, holistic and empathic approach.</p>				
Learning Outcomes	<p>Upon completion of the course students will:</p> <ul style="list-style-type: none"> - Understand the general activity of research on the affective dimension of design in order to articulate intentions, values, and meanings of contemporary works. - Adopt new skills and techniques for being able to design and control the resulting effects of their design work. - Explore conceptual considerations through the development of the project and will express the developed strategies visually through a wide range of mediums. - Relate a variety of forms of design objects and spaces in order to compose a range of contexts, media and material for use in the final project. - Apply human-centered, holistic and empathic approach in order to transform the behaviours of individuals in desirable and sustainable ways. - Create meaningful design experiences emphasizing in what is crucial for this course, the belief that each design object has the capacity to affect and to be affected. 				

Prerequisites	-	Required	-
Course Content	<p>The course includes both lectures and individual projects which explore:</p> <ul style="list-style-type: none"> - The understanding of elements, principles and processes of the affective dimension of design, both in two and three dimensions.. - Design strategies for creating affective design objects which have the capacity to affect and be affected. - Basic strategies for the creation of a transformational dynamic design. - Understand the complexity and systemic nature of design through a variety of problems and challenges in terms of conceptualising design initiatives. - The methodology for an heuristic research work on any affective aspect of design works, forming a group of strategies that will be their final work. 		
Teaching Methodology	<ul style="list-style-type: none"> • Visual presentations • Lectures • Project briefing • Visual research methodologies • Brainstorming techniques • Concept development processes • Guest speakers • Personal research, realization and manipulation in project work • Continuous evaluation and assessment • Extended references and bibliography 		
Bibliography	<p>Deleuze, G. <i>Francis Bacon: The logic of sensation</i>. Translated by Daniel W. Smith. Minneapolis: University of Minnesota Press. 2004</p> <p>Bennett, Jane, <i>Vibrant Matter: A Political Ecology of Things</i>, Durham and London: Duke UP., 2010</p> <p>Genosko, Gary, <i>A-signifying Semiotics</i>, στο <i>The Public Journal of Semiotics II</i>. January 2008</p> <p>Guattari, Felix, <i>Machinic Eros</i>, επιμ. Gary Genosko, Jay Hetrick, Univocal, Mineapolis, USA, 2013</p> <p>Massumi, B., (1996) 'The Autonomy of Affect', in P. Patton (ed.), <i>Deleuze: A Critical Reader</i>. Oxford: Blackwell.</p> <p>Kwinter, Sanford "Hydraulic Vision" in Kipnis, Jeff ed. <i>Mood River</i>. 2002 32- 33</p> <p>Shaviro, Steven, <i>Discognition: Fictions and Fabulations of Sentience</i>, Repeater, London, 2015.</p>		
Assessment	<p>Interim Critique 33%</p> <p>Final Critique 33%</p> <p>Final Assessments 34%</p>		
Language	English		