

COURSE SYLLABUS						
Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Iconic Design Objects of 20th Century	INDD430	Spring 2023-2024	Theory 3	Practice 0	3	5
Course Type	Compulsory Courses	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Compulsory	Other
	-	x	-	x	-	-
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate / Doctoral (Second / Third Cycle)	
	-		X			

Language of Instruction	English
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Course Instructor(s)	Assoc. Prof. Dr. Handan Ergiydiren Doğan E-mail : handan.dogan@arucad.edu.tr Office : ES-OFF03
Course Objectives	This course aims to introduce iconic design products and designers that have left their mark on the 20th century. Starting by conveying the design spirit and conceptual characteristics of the 20th century, as well as the meaning of being "iconic," the course progresses by focusing on iconic buildings, furniture and other product designs, technological gadgets, vehicles, and fashion products. It highlights the general design trends of each decade and examines examples from each of these fields in terms of their place in history. The goal of the course is to provide students with knowledge about designs that have shaped the identity of the 20th century, aiming to motivate them to think and design the future with this foundation.
Course Learning Outcomes	On successful completion of the course, students will have acquired knowledge and skills of: 1. Gain an understanding of iconic design products and designers that have influenced the 20th century. 2. Explore the design spirit and conceptual characteristics of the 20th century. 3. Define the concept of "iconic" in design. 4. Identify and analyze iconic buildings, furniture, product designs, technological gadgets, vehicles, and fashion products from the 20th century. 5. Recognize the general design trends of each decade in the 20th century. 6. Evaluate examples from various design fields in terms of their historical significance.

	7. Develop knowledge about designs that have contributed to shaping the identity of the 20th century. 8. Cultivate motivation to envision and design the future by building upon the foundations of 20th-century design.
Course Content	<p>This course content provides a structured overview of the exploration of iconic design in the 20th century, covering various aspects of design across different fields and encouraging students to critically analyze and reflect on the significance of iconic designs in shaping our world.</p> <p>Aspects and impacts of each decade within the design approaches, manufacturing technologies and effects on users.</p> <p>Discussions about the influences of iconic designs living practices or everyday experiences of modern people.</p> <p>Highlight the iconic objects and personages of designers and architects each decade to understand the creative and inventory climate of the 20th century.</p>

COURSE OUTLINE/SCHEDULE			
Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation
1	Feb 16th: Introduction to the course, sharing weekly plan. What does “iconic” mean? About the “20th Century”.	T	A4 Sketch Books
2	Feb 23rd: 1900s Levi Strauss, Anton Gaudi-Casa Battlo, Gustave Stickley-Armchair, Rene Mackintosh-Cassini Chair, Joseff Hoffman- Tea Service <i>Student presentations</i>	T/P	Bring necessary items to do drawings. Prepare for the presentations.
3	March 1st: 1910s Frank Lloyd Wright-Robbie House, Thonet Chair- Henry Ford- Ford T Tiffany Lamp, Coca-Cola Counter Bottle, Hobbie Skirt, Hoover Vacuum Cleaner Model O, The Fagus Factory- Walter Gropius <i>Student presentations</i>	T/P	
4	March 8th: 1920s Art Deco, Chrysler Building, Barcelona Chair by Mies Van der Rohe, Bauhaus Armchair by Gropius, Marcel Breuer's Wassily Chair, Leica I camera, Eileen Gray E-1027 Side Table, Villa E-1027 <i>Student presentations</i>	T/P	

5	March 15th: 1930s, Art Deco, the car Phantome Corsaire and Chrysler Airflow, Bugatti Type 57 Atlantic, Aalto's Paimio Chair and Savoy Vase, Norman Bel Geddes, Charlotte Perriand, Raymond Loewy, Kodak Retina camera, Bialetti's Moka Pot <i>Student presentations</i>	T/P	
6	March 22: MIDTERM	T	
7	March 29: MIDTERM Week	T	
8	April 5th: 1940s, Ballpoint Pen, Jeep Willys MB, Eames Molded Plywood Chair and Leg Splint, Vespa Scooter, AK-47 Assault Rifle, Philco Predicta Television, Ray-Ban Aviator Sunglasses, KitchenAid Stand Mixer <i>Student presentations</i>	T/P	
9	April 12th: Ramadan Bayrami-Holiday		
10	April 1 Eames 9th: 1950s, Volkswagen Beetle, Lounge Chair and Ottoman by Eames, Studebaker Starliner, Le Creuset Dutch Oven, Verner Panton Chair, Barbie Doll, Polaroid Land Camera, Chemex Coffee Maker, Chapel of Notre Dame du Haut by Le Corbusier, Lever House Building, LEGO <i>Student presentations</i>	/P	
11	April 16th: 1960s, Volkswagen Type 2 (1960s), Concorde Supersonic Airliner (1969), Eero Aarnio's Ball Chair (1966), Ford Mustang (1964), Pulsar LED Digital Watch (1972, popularized in the 1960s), The Guggenheim Museum, Sydney Opera House <i>Student presentations</i>	T	
12	May 3rd: 1970s: Centre Georges Pompidou, The Barbican Estate, Alessi Juicy Salif Citrus Juicer, Levi's 501 Jeans (1970s), Dyson DC01 Vacuum Cleaner, Converse All Star Chuck Taylor Sneakers, Egg Chair by Arne Jacobsen (1958, but popular in the	T	

	1970s), Memphis Group Furniture <i>Student presentations</i>		
13	May 10th: 1980s, Motorola DynaTAC 8000X Mobile Phone (1983), Sony Walkman (1980s), Apple Macintosh Computer (1984), Sony Trinitron Color Television, Nike Air Jordan Sneakers (1984), Walt Disney Concert Hall, Louvre Pyramid <i>Student presentations</i>	T	
14	May 17th: 1990s, Millennium Dome, Antonio Citterio's Charles Sofa, Marcel Wanders' Knotted Chair, Philippe Starck's Ghost Chair, Swatch Watch, Apple iMac <i>Student presentations</i>	T	
15	May 24th: <i>Student presentations</i> REVIEW	T	

Required Course Material(s) / Reading(s)/ Text Book(s)	Storey, John. <i>Cultural Theory and Popular Culture</i> . New York, Routledge Taylor & Francis Group, 2018. Clancy, Deidre. <i>Costume Since 1945 Historical Dress From Couture to Street Style</i> . London, Bloomsbury Publishing, 2015.
Recommended Course Material(s)/ Reading(s) /Other	Adorno, Theodor W., <i>The culture industry : selected essays on mass culture edited and with an introduction by J.M. Bernstein</i> , 1903-1969. Routledge, 2001

ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	1	30
Quiz		
Assignment		
Project		

Field Study		
Presentation / Seminar	1	30
Studio Practice		
Other (class participation)		
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	1	40
TOTAL	3	100%

Industrial Design Programme + LO

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES (70% attendance to the courses is required. Absences due to illness will not be excused. Students may only make up missed midterm or final exams if they have a doctor-approved note from a health institution.)						
No	PROGRAMME LEARNING OUTCOMES	Level of Contribution (1- lowest/ 5- highest)				
		1	2	3	4	5
1	Obtain knowledge of elements of visual and physical language of design, and essential design principles, such as form, function, energy, space, nature and society.					
2	Understand design concept, its development process and diverse communication and visualization tools, including digital, augmented and virtual realities					
3	Comprehend the history of design and art, their impact on design thinking processes, and the methodologies of design-related research.					
4	Explore industrial design as a profession, and design process as a holistic system.					
5	Produce sketches and technical drawings according to standards and codes and by applying diverse tools.					
6	Develop creativity and personal style in industrial design and communicate design proposals verbally, visually and textually through a range of media to the client.					

7	Conduct research systematically and apply research based methods and critical thinking in design process and problem solving.							
8	Produce models and conduct cost estimation of industrial design projects, along with the technical documentation for projects realization.							
9	Be engaged in continuous self-development, lifelong learning and interior architecture professional practice development after graduation.							
10	Demonstrate mastery of innovative design tools, techniques and concepts in industrial design and proficiency in the selection and use of relevant design technologies.							
11	Operate as a reflective practitioner and validate a coherent and critical understanding of the various theoretical, historical, cultural, contextual and ecological dimensions impacting their practice, and their relationship to the intended audience.							
12	Apply a range of professional and self-management skills and demonstrate proficiency in researching, observing, investigating and critically evaluating information and concepts from a wide range of relevant sources.							

ECTS / STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	14		3	42
Preliminary Preparation and self- study	10		3	30
Mid-Term	1		14	14
Quiz				
Assignment				
Project				
Field Study				
Presentation / Seminar	1		10	10

Studio Practice				
Final Examination/ Final Project/ Dissertation	1		20	20
Other				
TOTAL WORKLOAD				11
TOTAL WORKLOAD / 25				4,64
ECTS				5

ETHICAL RULES WITH REGARD TO THE COURSE
Plagiarism Disclaimer

Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional lives.

Plagiarism is easy to avoid if you make sure to identify and acknowledge your sources thoroughly and do not copy directly from visual examples, designs, or notes that have in turn been taken word for word from your sources.

ASSESSMENT DETAILS AND EVALUATION CRITERIA:

Final Grades will be determined according to the Course Learning Activities and Final Examination/ Project/ Dissertation Assessment Details as below, and comply by the Education and Examination Regulation set forth by the University. The percentage of absenteeism, including medical reports, is 30%.

PREPARED BY	Asst. Prof. Dr. Handan Ergiydiren Doğan
UPDATED	February 2024
APPROVED	