

Module/Subject Title: Post-Modernism

Course Code: BAIDO-1-1-09

Pre-requisite Subjects:	Co-requisite Subjects:
Social & Cultural Context in Design	
Historical Context in Design	
Historicism	
Modernism	

Subject Aims:

- Develop research skills and the critical appraisal of the Modernist movement in terms of its origins and development within an aesthetic, cultural, social, historical and political context
- Develop an understanding of the post-modern movement
- Support the course and stage learning outcomes specifically with reference to the Cultural Studies components

Indicative Subject Content:

After Modernism

Post-War Reconstruction and Design in Europe

New technologies and life-style, Housing schemes and home appliances.

Popular Culture, Art and Design

The rise of Pop in England and America.

Case studies

- Design firms (Archizoom, Archigram, Alchymia)
- Pop designers (Alan Jones)
- Pop artists (Warhol, Johns, Lichtenstein, Rauschenberg)

Post-Modernism in Design

The use of new materials in design. Notions of kitsch and camp. Historicism, colour and texture. Case studies - Memphis, Hollein, Outram, Graves, Venturi/Scott Brown, Moore, Jencks.

Corporate Design Policies and Globalisation

AEG, Olivetti, Herman Miller, Braun, IKEA, Arteluce, Knoll, Office systems.

Minimalism

The influences on and development of minimalism. Case studies – Tadeo Ando, John Pawson.

Deconstructivism

The influences on and development of minimalism. Case studies – Daniel Liebeskind, Frank Gehry.

Critical Approaches

Critical approaches explained

Criticism explained. Formalism, Marxism, feminism, psychoanalysis, post-structuralist methods of criticism.

Theoretical writings explored

Exploration of the writings of key architects, designers and artists.
