

CONTEMPORARY DESIGN TRENDS

IE University

Professor: **MARÍA LUISA SANTAMARÍA LOZANO**

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Academic year: 20-21

Degree course: THIRD

Semester: 2º

Category: COMPULSORY

Number of credits: 3.0

Language: English

PREREQUISITES

Everyone has the capacity to be a Trend Watcher. This is a learning path and a place where students will use design to develop their own creative potential to be a Trend Forecaster.

Forecasting skills take time to learn and experience to develop. A Designer ability to take past and current data and turn it into a prediction for the future can be invaluable for success. Develop forecasting skills for your projects, clients or company is the key to prepare for the worst while anticipating the best.

The complex task of defining new trends and their application to the areas of Design, Architecture, Strategy, Communication..., requires the ability to explore and analyse different contextual scenario focusing on its new strengths and weaknesses.

The main requisite is a determined attitude:

Open-minded / Proactive disposition/ Positive mind-set/ Critical sense

TECHNICAL REQUIREMENTS

1. Good Internet connection is a must.

- Cable Internet OR high speed WIFI
- Test WIFI speed here: <https://www.speedtest.net/>

2. Preparing the computer to take an online synchronous sessions remotely is primarily student's responsibility.

·The students should always connect in a computer. Please bare in mind that attending a session on your phone or tablet is not acceptable as it may not allow you to fulfil all the tasks required during the session.

- Close all background tasks. They consume PC memory.
- Close all unnecessary web browser tabs. They consume bandwidth.
- Ensure that the computer is plugged into electricity.
- Software guidelines can be found in the following links: <https://ieuniversity.zoom.us/> · Only after reviewing the links, when not successful, please contact: <https://it.ie.edu/>

3. Video and Audio Quality.

·It is essential to have quality headphones and microphone to participate in the sessions. This increases focus drastically and reduces fatigue of both students and professor. All members in the session should have these.

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-The best option by far is to use headphones (external) with a periscopic microphone.

-Video quality is assumed by default on modern laptops. If not, please ensure quality video with a webcam.

ROOM SETTINGS

1. Adequate noise level.

-Select a silent room. Ensure that silence in the room is maintained during the session. -Avoid Interruptions. When possible choose a room with a door, and keep it closed.

2. Tidy, in-focus environment.

-We must understand the virtual classroom as a public space even when we are physically in a private space such as our room. The student should dress accordingly and should sit in front of a plain or tidy background.

SUBJECT DESCRIPTION

Contemporary Design Trends 2020

Overview

Shaping the future, a pathway in growth

For Design students, it's a professional advantage, for whom want to successfully face the challenge of coping with ever-changing markets, it is nowadays necessary to become more sensitive and empathic to social, cultural, political change, through a Design vision.

All together we will updated in real time different contextual scenarios of XXI Century, presented on every class and learning sessions.

During the course students will learn about the relevance of TRENDS for their work as a designer. In this course, we will analyze the changes of our world as a core activity of the contemporary designer. Designers are expected to be aware of the ecological, social, political and economic issues of our times.

OBJECTIVES AND SKILLS

In this course the students will develop their analytic and critical skills, regarding to the field of design.

-To develop a "Radar" and "Kaleidoscope" mind-set to achieve all the signs and clues of the newness related to design

- To have a clear understanding of the bigger picture so they can choose the most appropriate forecasting approach

- To read, observe, research, explore and interpret texts, images, documentaries, exhibitions on design

-To present such argumentation in oral and written work, according to academic standards

-To situate oneself critically in the discourse on the value of design and its future development

METHODOLOGY

Contemporary Design Trends Immersion

During 15 sessions we will navigate through contemporary movements projected into the future.

Trends are constantly changing, every decision we take in design consider some kind of forecast. Trends predictions are a necessity, forecasting can help us to deal with design challenges, we will discover all the ways to develop a Design trends hunting process.

Apparently, the sessions seem not to be interconnected, in the end we will connect all the concepts in a holistic approach, we will determine, step by step, the big picture.

The methodology is based on a Layer Methodology, every session combines different ways to learn, in order to dynamize and activate the students interest, the students participation and interaction.

Design Trends are constantly changing, it's the same for this subjects, they can change.

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Every session/class is structured in three parts:

1-The first part is a professor lecture

2-The second will be dedicated to case-based analysis or group assignments presentations

3-The last part is dedicated to debate, discuss or comment the subjects of the day. Experiences, experiments or exercises

-Individual final project: The climax of this course is its final project. The final project is your opportunity to develop your very own piece Trends research. So long as your project draws upon this course's sessions, the nature of your project is entirely up to you..

The first 12 sessions (Synchronic):

1-Lecture 30 ?

2-Case Study 30 ?

3-Debate and practical exercises 20 ? Total time: 1,20h

The last 3 sessions (Asynchronic):

1-Final projects

2-Individual presentations and debate

3-Mapping personal skills, individual mentoring

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THE SESSIONS will rely on a combination of the below course formats: Synchronous 70%

- Face to Face or Hybrid: Lecture-discussion, analysis, individual follow up (SH) 40%

- Online Videoconference: Lecture-discussion, analysis and group work (SO) 30%

-Asynchronous 30%

- Professor Video Recordings + Test (APVR+T) 10%

- Student Video Recordings + Peer to Peer feedback & discussion (ASVR + P2P) 13%

- Forums (AF) 7%

Guidelines for Forum Discussion:

Forums are an asynchronous class-wide discussion chat, curated by the Professor, and integrated on the Campus (Blackboard) platform. Two days of asynchronous forum discussion will count as one course session. The professor will determine and inform you of the date and time of forum opening and closing.

Forums might have one or several threads with different topics. Depending on the class size we might divide the class in two groups and assign a thread to each group. The student will be able to engage and participate in the discussion at any time during the period in which the forum is open.

Participation in forums is mandatory, students must post at least twice to be marked as "present" in terms of attendance, beyond that, the quality, depth and originality of their participation will determine their evaluation.

Participation guidelines and evaluation:

- There should be a minimum of 2 posts and a maximum of 4 posts per student

- Posts should be between 50 or 100 words, polished and synthetic with a clear point and relevant information.

- Copy and pasting from other sources will be considered as plagiarism.

- Post should be engaged, responsive and show individual critical thought. Before you post make sure you have read ALL the content already written in the thread so as to avoid repetitions and moving off topic.

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Students will dedicate their INDIVIDUAL STUDY HOURS to:

- Research, Reading and Viewing the required materials, Individual Study, Preparation of Assignments and Tasks.

IE Liquid Learning balance:

70% Synchronic, online or F2F

30% Asynchronic, online or F2F

All the sessions related to the individual final project (13-14-15) will be Asynchronic. 3

Development:

-Lectures: This course is nothing like a typical sit-back-and-listen lecture. You'll engage in a proactive conversation and several activities every class session. Each element of the class is designed to keep you interested and involved.

-Case Study sessions: Real projects and facts immerse yourself in real-world learning. Lessons are brought to life through cases, which put you in the shoes of design leaders all over the world. Hear and understand the challenges they faced, and wrestle with several activities and information.

-In-Class Debates: Engaging with your classmates is a big part of what makes this sessions unique. Exchange ideas, offer inputs, and seek out viewpoints from the class students. In the process, you learn from each other's opinions, experiences, perspectives, guided by the professor.

-Class material: Internet searchings, selected contemporary writings: books, magazines, newspapers, Institutional documentation, data collection and research, and audio-visual sources. The main aim is to look for arguments to explain and support the projects and cases to analyze.

- In every session we recommend to read a book, we recommend also write a short (100 words) lines about the main narrative concepts described.

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Extra activities In-Class or Outside-Class:

Future Vision Workshops -Trend Boards Trend Games – Crossing environments Design expeditions

Depends on Corona Virus situation.

Teaching methodology	Weighting	Estimated time a student should dedicate to prepare for and participate in
Lectures	13.33 %	10 hours
Discussions	13.33 %	10 hours
Exercises	13.33 %	10 hours
Group work	13.33 %	10 hours
Other individual studying	46.67 %	35 hours
TOTAL	100.0 %	75 hours



BIBLIOGRAPHY

Compulsory

- Alice Rawsthorne. *Design as an Attitude*. Clement Dirie´.. ISBN 3037645210
(Printed)

EVALUATION CRITERIA

CONTINUOUS EVALUATION CRITERIA

Participation + Attitude 50%

Research 20%

Final presentation 30%

Criteria	Percentage	Comments
Class Participation	20 %	
Individual Presentation	20 %	
Individual Work	30 %	
Other	30 %	Attitude / Research / Exercises / Participation on debates

PROFESSOR BIO

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Marisa Santamaría

Marisa Santamaría (short profile)

Design researcher, disseminator and curator.

International trends analyst of design, architecture, lifestyle and contemporary movements.

She develops research projects related to international design trends through the special unit she founded: GlobalTrendsUnit. She promotes and activates exploration, experimentation, education, innovation and reputational communication, for design projects along with companies and institutions from different countries.

Rimadesio, Siematic, Poltrona Frau, Arcelor Mittal, Simon Electric, Cosentino, Jung, Interihotel, Hearst, among others.

She writes about design, architecture, trends and talents in several national media (print and digital), such as:

El País, ICON Design, Condé Nast Traveler, AD Spain, Diseño Interior Magazine, ELLE Decoration, Lifestyle Grupo Porcelanosa, among others.

She currently combines her professional activity with the leadership of the innovation strategy of RED AEDE – Spanish non profit Association of Design Industries. Member of the Madrid Design Festival Committee 2020. Founder of Círculo Orellana, a Spanish network of women leaders mentoring other women.

Teacher and lecturer in several Universities and Institutions all over the world: Politecnico de Milano PoliDesign, IADE School of Design, Universidad de Salamanca Spain, Cámara de Comercio de Lima, Cámara de Comercio de Bogotá, Universidad del Caribe en Colombia, Centros de Innovación Textil de Perú, Universidad del Pacífico Santiago de Chile, INCACAP Chile, Bienal de Diseño de Madrid, La Casa Encendida, VITRA, Roca Gallery, Centro Conde Duque, Ayuntamiento de Madrid, Media Lab Prado, TED X Taipei, COAM Madrid.

University Degree, Information Science Universidad Complutense de Madrid.

Art Direction, Strategy and Design, specialized courses. IED Milán.

Motivational Communication course. Prof. Massimo Cattaruzza Dorigo. IED Milán.

OTHER INFORMATION

Email: msantamaria@faculty.ie.edu

Office hours will be scheduled in relevant weeks and announced during the course.

The optional mentorial meeting will be scheduled by email.

