Designing Britain

Class code | ARTH-UA 9650.003
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Instructor Details | Brian HANSON MA PhD

Class Details
| Spring 2014 |
| Thursdays 2-5 |
| Bedford Square, Room tbc |

Prerequisites
| n/a |

Class Description
British designers are playing an increasingly important part on the world stage. This course examines changing attitudes to design in Britain: from the eighteenth century, when it played a central role in the modernisation of the country, to the 2012 Olympics and beyond, when it is being called upon to refresh our image to the world. We will ask whether there are features about British design over the last 250 years which are distinctively British; and to what extent British designers have been informed by developments in the rest of the world.

Design now seems all-encompassing, and this very fact also raises broader questions. Have we overvalued this work of the mind over more traditional hand-skills? Are we becoming cynical in the face of endless “rebrandings” (which includes the rebranding of cities and whole countries)? Does design necessarily falsify, or paper over the cracks? And is it good for the planet?

Moreover, recent events in the “global economy” force us to reconsider the essential value of design.

The course format consists of Lectures, and Visits: to museums, studios, London sites etc.

Desired Outcomes
To gain awareness of changing theories of design, and patterns of consumption;
To identify recurrent themes in British design over the last 250 years;
To understand the nature, variety, and roots of British design today;
To develop greater visual appreciation of designed objects;
To appreciate British design in its European and global context;
To better understand the role of design in modern society.

Assessment Components
• 5 min class presentation on an object designed in Britain: to be selected from Breward & Wood (500w supporting notes to be handed in the following week);
• Essay (1000w) on the London Underground: 20%

• Mid-course slide test (notes can be used): 30%

• Design Dossier – critical/contextual study of contemporary British designer: 40%

Failure to submit or fulfil any required course component results in failure of the class.

Submissions will be marked primarily on clarity of argument, though in written submissions grammar and punctuation will be evaluated for how far they contribute to that clarity.

**Assessment Expectations**

**Grade A:** Originality in application and discussion of ideas; good structure/organisation; clear and coherent argument, well-expressed; a number of comparisons made outside the immediate scope of the question; citations well-referenced; very good English.

**Grade B:** Good structure/organisation; coherent argument, well expressed; some comparisons made outside the immediate scope of the question; citations adequately referenced; good English.

**Grade C:** Structure/organisation could be improved; argument clear in places, not in others; limited in scope; English having regular, but not serious, flaws.

**Grade D:** Poor structure/organisation; argument unclear generally; limited in scope; serious flaws in English.

**Grade F:** Work with the characteristics of Grade D, which in addition is submitted very late; student having very poor attendance; plagiarism; failure to submit work.

**Required Text(s)**


**Supplemental Texts(s) (not required to purchase as copies are in NYU-L Library)**


Forty, Adrian, *Objects of desire*, 2000 [0500274126 pbk]

Hanson, Brian, *Architects and the ‘building world’ from Chambers to Ruskin*, Cambridge University Press, 2011 [1107403314 pbk]


Raizman, David, *History of modern design*, Laurence King, (2nd ed) 2010 [1856696944 pbk]

Internet Research Guidelines

Wikipedia can be useful as a rough directional indicator at the outset of research, but if used should lead on to sources which have undergone more rigorous academic filtering.

Additional Required Equipment

Essential: word processor
Desirable: digital camera

Session 1

1750-1850 I: Lecture – Royal Society of Arts; Flaxman & Wedgwood; Robert Adam; Thomas Hope
30th Jan. 2014
Reading:
Forty, pp.13-28
Raizman, pp.33-8

Session 2

1750-1850 II: Lecture – Henry Cole; A.W.N. Pugin; South Kensington Museum
Visit – British Museum Room 47 (Europe 1800-1900)
6th Feb. 2014
Reading:
Hill – to be posted on NYU Classes
Raizman, pp.57-70, 76-7

Session 3

1850-1914 I: Lecture – John Ruskin; William Morris and the Arts & Crafts; Christopher Dresser
13th Feb. 2014
Reading:
Hanson – to be posted on NYU Classes
Raizman, pp.80-91
Assessment (1): Class presentations on an object designed in Britain: to be selected from Breward & Wood [supporting notes to be handed in next week]

Session 4

1850-1914 II: Lecture – E.W. Godwin; Guilds; “Liberty” and classicism
Visit – Leighton House
20th Feb. 2014
Reading:
Soros – to be posted on NYU Classes
HAND IN 500w notes supporting presentations

Session 5

1918-1939: Lecture – Design & Industry; Omega Workshops; London Underground
Visit – Underground architecture and design
27th Feb. 2014
Reading:
Saler – to be posted on NYU Classes
Raizman, pp.158-60, 196-204

Assessment (2) begins: essay on the London Underground [2 weeks]

Session 6

1945-2000 I: Lecture – Continental & British modernism; Festival of Britain & Coronation; Brutalism; Pop; sci-fi; youth culture 1
6th Mar. 2014
Reading:
Banham – to be posted on NYU Classes
Breward & Wood, pp.30-9, 138-41, 144-55

Session 7

1945-2000 II: Lecture – youth culture 2; punk and post-punk; PoMo
Visit – South Bank walk
13th Mar. 2014
Reading:
Thackara (1986) – to be posted on NYU Classes
Breward & Wood, pp.202-53
HAND IN 1000w essay on London Underground
Assessment (4) begins: Design Dossier [8 weeks]

Session 8

C21 I: Lecture – selling British luxury
20th Mar. 2014
Reading:
Pentreath – to be posted on NYU Classes
Breward & Wood, pp.96-113
Assessment (3): Slide Test

Session 9

C21 II: Lecture – national identity and design; Britons take on the world; saving the planet – eco-design
27th Mar. 2014
Reading:
Bayley – to be posted on NYU Classes
Breward & Wood, pp.20-3, 114-7

Session 10

C21 III: Visit – Design Museum: Designs of the Year
3rd Apr. 2014

Session 11

C21 IV: Lecture – thinking outside the box, Thomas Heatherwick
Visit – “Bleigiessen” sculpture, Wellcome Trust
10th Apr. 2014
Reading:
Breward & Wood, pp.306-9

3 WEEK BREAK

Session 12

C21 V: Visit – a designer’s studio (tbc)
1st May 2014

**Session 13**  
C21 VI: Visit – modernity and tradition, the V&A today

8th May 2014

HAND IN completed Design Dossiers

**Session 14**  
CONCLUSIONS: Designing Britain

15th May 2014

**Session 15**  
There is no final exam for this course

n/a

### Classroom Etiquette

Toilet breaks should be taken before or after class or during class breaks.

Food & drink, including gum, are not to be consumed during class sessions.

Mobile phones should be set on silent and should not be used during class except for emergencies.

Laptops are allowed for note-taking only, and those found using them during class for personal purposes will be asked to put them away.

Please kindly dispose of rubbish in the bins provided.

### Required Co-curricular Activities

Recommendations will be made of relevant shows etc. to visit

### Suggested Co-curricular Activities

### Your Instructor

Dr Brian Hanson has been writing about architecture and design for nearly 40 years. His *Architects and the ‘Building World’, from Chambers to Ruskin: constructing authority* (Cambridge University Press, 2003, 2011) was nominated as a Book of the Year by *The Architects’ Journal*, saying it “goes right to the front of the pack” and “should lead to the revision of our understanding of later 19th-century architecture”. He has teaching experience in 10 countries, and for over 20 years advised HRH The Prince of Wales on architectural and urban matters.
NYU LONDON ACADEMIC POLICIES

Plagiarism:

Plagiarism: the presentation of another piece of work or words, ideas, judgments, images or data, in whole or in part, as though they were originally created by you for the assignment, whether intentionally or unintentionally, constitutes an act of plagiarism.

Please refer to the Student Handbook for full details of the plagiarism policy.

All students must submit an electronic copy of each piece of their written work to www.turnitin.com and hand in a printed copy with the digital receipt to their professor. Late submission of work rules apply to both the paper and electronic submission and failure to submit either copy of your work will result in automatic failure in the assignment and possible failure in the class.

Electronic Submission

The Turnitin database will be searched for the purpose of comparison with other students’ work or with other pre-existing writing or publications, and other academic institutions may also search it.

In order for you to be able to submit your work onto the Turnitin website, you will need to set up an account:

1) Go onto the Turnitin website http://www.turnitin.com
2) Click ‘Create Account’ in the top right hand corner
3) Select user type of ‘student’
4) Enter your class ID & Turnitin class enrolment password (these will be e-mailed to you after the drop/add period, or contact academics@nyu.ac.uk if you have misplaced these).
5) Follow the online instructions to create your profile.

To submit your work for class, you will then need to:

1) Log into the Turnitin website
2) Enter your class by clicking on the class name
3) Next to the piece of work you are submitting (please confirm the due date), click on the ‘submit’ icon
4) Enter the title of your piece of work
5) Browse for the file to upload from wherever you have saved it (USB drive, etc.), please ensure your work is in Word or PDF format, and click ‘submit’
6) Click ‘yes, submit’ to confirm you have selected the correct paper (or ‘no, go back’ to retry)
7) You will then have submitted your essay onto the Turnitin website.
8) Please print your digital receipt and attach this to the hard copy of your paper before you submit it to your professor (this digital receipt appears on the web site, immediately after you submit your paper and is also sent to your e-mail address). Please also note that when a paper is submitted to Turnitin all
formatting, images, graphics, graphs, charts, and drawings are removed from the paper so that the program can read it accurately. Please do not print the paper in this form to submit to your lecturers, as it is obviously pretty difficult to read! You can still access the exact file you uploaded by clicking on the ‘file’ icon in the ‘content’ column.

Please also see the Late Submission of Work policy, above.

Students must retain an electronic copy of their work for one month after their grades are posted online on Albert and must supply an electronic copy of their work if requested to do so by NYU in London. **Not submitting a copy of a piece of work upon request will result in automatic failure in the assignment and possible failure in the class.** NYU in London may submit in an electronic form the work of any student to a database for use in the detection of plagiarism, without further prior notification to the student. Penalties for confirmed cases of plagiarism are set out in the Student Handbook.

Written work due in class must be submitted during the class time to the professor. Late work should be submitted **in person** to a member of NYU London staff in the Academic Office (Room 308, 6 Bedford Square) during **office hours** (Mon – Fri, 10:30 – 17:30). Please also send an electronic copy to academics@nyu.ac.uk for submission to Turnitin.

Work submitted within 5 weekdays after the submission time without an agreed extension receives a penalty of 10 points on the 100 point scale.

Written work submitted more than 5 weekdays after the submission date without an agreed extension fails and is given a zero.

**Please note** end of semester essays must be submitted on time.

NYUL has a strict policy about course attendance. **No unexcused absences are permitted.** While students should contact their class teachers to catch up on missed work, you should NOT approach them for excused absences.

Excused absences will usually only be considered for serious, unavoidable reasons such as personal ill-health or illness in the immediate family. Trivial or non-essential reasons for absence will not be considered.

Excused absences can only be considered if they are reported in accordance with guidelines which follow, and can only be obtained from the appropriate member of NYUL’s staff.

**Please note that you will need to ensure that no make-up classes – or required excursions - have been organised before making any travel plans for the semester.**

**Absence reporting for an absence due to illness**

1. On the first day of absence due to illness you should report the details of your symptoms by e-mailing absences@nyu.ac.uk including details of: class(es) missed; professor; class time; and whether any work was due including exams. Or call free (from landline) 0800 316 0469 (option 2) to report your absences on the phone.

2. Generally a doctor’s note will be required to ensure you have sought treatment for the illness. Contact the Gower Street Health Centre on 0207 636 7628 to make an appointment, or use HTH general practitioners if you cannot get an appointment expeditiously at Gower Street.

3. At the end of your period of absence, you will need to complete an absence form online at
http://bit.ly/NuCl5K. You will need to log in to NYU Home to access the form.

4. Finally you must arrange an appointment to speak to Nigel Freeman or Donna Drummond-Smart on your first day back at class. You must have completed the absence form before making your appointment.

Supporting documentation relating to absences must be submitted within one week of your return to class.

**Absence requests for non-illness reasons**

Absence requests for non-illness reasons must be discussed with the Academic Office prior to the date(s) in question — no excused absences for reasons other than illness can be applied retrospectively. Please come in and see us in Room 308, 6 Bedford Square, or e-mail us at academics@nyu.ac.uk.

**Further information regarding absences**

Each unexcused absence will be penalized by deducting 3% from the student’s final course mark. Students are responsible for making up any work missed due to absence.

Unexcused absences from exams are not permitted and will result in failure of the exam. If you are granted an excused absence from an examination (with authorisation, as above), your lecturer will decide how you will make-up the assessment component, if at all (by make-up examination, extra coursework, viva voce (oral examination), or an increased weighting on an alternate assessment component, etc.).

NYU also expects students to arrive to class promptly (both at the beginning and after any breaks) and to remain for the duration of the class. If timely attendance becomes a problem it is the prerogative of each instructor to deduct a mark or marks from the final grade of each late arrival and each early departure.

Please note that for classes involving a field trip or other external visit, transportation difficulties are never grounds for an excused absence. It is the student’s responsibility to arrive at an agreed meeting point in a punctual and timely fashion.

Please refer to the Student Handbook for full details of the policies relating to attendance. A copy is in your apartment and has been shared with you on Google Docs.

**Grade conversion**

NYU in London uses the following scale of numerical equivalents to letter grades:

- A=94-100
- A-=90-93
- B+=87-89
- B=84-86
- B-=80-83
- C+=77-79
- C=74-76
- C-=70-73
- D+=67-69
- D=65-66
- F=below 65

Where no specific numerical equivalent is assigned to a letter grade by the class teacher, the mid point of the range will be used in calculating the final class grade (except in the A range, where 95.5 will be used).

**Grading Policy**

NYU in London aims to have grading standards and results in all its courses similar to those that prevail at Washington Square.