

NORMATIVE FUTURES

OPEN ELECTIVE 2021

OE2133

FROM THE PAST TO THE PRESENT INTO THE FUTURE: HOW VALUES EVOLVE AND IMPACT ON DESIGN



INSTRUCTOR

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I am a practitioner and professor in the area of Design Management. I leverage my experience in business management and my humanistic background to design approaches for the practice of design, leadership, and organizational transformation that are relevant for the 21st century.

<https://www.hslu.ch/en/>

OVERVIEW

Design effort is by nature the consequence of values and, thus, embed morals (concepts of good and bad) and ethics (desired behaviors). Consciousness about the underlying values is, therefore, indispensable when envisioning the future. Values, however, change over time. A key challenge for future designers is envisioning what values are relevant and which emerge and dominate, for these will determine the direction of design interventions. This seminar explores value systems as we know them today, the historical evolution of values, and identify implications for their evolution into the future. Students apply the concepts in a project and create a visualization.

OBJECTIVE

Students - Gain an understanding of the impact of values on design across time. - Explore value systems and define their own canon of design-relevant values. - Explore possible developments to prototype a vision of the future. - Apply their learnings to concrete cases. - Visualize their results (collectively).

METHODOLOGY

Lectures, exploration in small groups, intensive class discussions, application of concepts and findings in a small project. Lecture and plenary session in the mornings, self-directed individual and group work in the afternoons. The course is online.

KEYWORDS

Values, Systemic Thinking,
Value-Driven Design.

ONLINE
APRIL 5-16 2021
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