

**NIRMA UNIVERSITY  
COMMON FOUNDATION YEAR**

<b>Institute:</b>	<b>INSTITUTE OF DESIGN</b>
<b>Name of Programme:</b>	<b>BACHELOR OF DESIGN</b>
<b>Course Code:</b>	
<b>Course Title:</b>	<b>DESIGN AND ENVIRONMENT</b>
<b>Course Type:</b>	( <input checked="" type="checkbox"/> <b>Core</b> / <input type="checkbox"/> Blue Added Course/ <input type="checkbox"/> Departmental Elective/ Institute Elective/ University Elective/ (Open Elective/ Any other)
<b>Year of introduction:</b>	<b>Academic Year 2024-25</b>

**Credit Scheme**

L	T	Practical component				C
		LPW	PW	W	S	
<b>1</b>			<b>4</b>			<b>3</b>

**Course Learning Outcomes (CLO):**

At the end of the course the student will be able to:

1. Learn ethnographic research methods and apply them at a selected urban site.
2. BL 2,3,4
3. Build ability to use representation tools to communicate the daily lives, work and habitats of individuals and groups through words and images. BL 2,3,4
4. Demonstrate ability to synthesise research and analysis to articulate how human actions are a contextual response to constraints posed by the material and cultural environment BL 4,5

**Syllabus:**

**Total Teaching hours: 75**

Unit	Syllabus	Teaching hours
<b>Unit 1</b>	Introduction to ethnographic research methods Observation: Participant and non-participant observation Cartographic methods: Spatial maps - capturing orientation, scale, landmarks Visual ethnography methods: Sketching, Photography - framing and capturing details	25
<b>Unit 2</b>	Ethnographic research methods: Interactive methods: Interviews, group interactions Simple user journey/behaviour-over-time graphs Visual ethnography methods: Short reels - framing, capturing details, recording processes Cartographic methods: Temporal maps capturing movement of people, objects etc., changes over time. Introduction to research ethics Researcher's worldview and researcher bias	25
<b>Unit 3</b>	Introduction to analytical tools	25

	Cluster/mind mapping - grouping, categorising, hierarchy Interconnected circle maps - connections, causality loops Rich pictures - how elements in a habitat are connected Thin and thick descriptions - describing behaviour, explaining context of behaviour	
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<b>Self-Study</b>	The readings and references listed below are for self-study and will be discussed in class.
<b>Suggested Readings/References</b>	<p><b>Reading list</b></p> <ul style="list-style-type: none"> <li>• Banks, Marcus. <i>Visual Methods in Social Research</i>. New Delhi: Sage. 2001</li> <li>• Galman, Sally Campbell. <i>Shane, The Lone Ethnographer: A Beginner's Guide to Ethnography</i>. Lanham: AltaMira Press. 2007</li> <li>• Pink, Sarah. <i>Doing Visual Ethnography</i>. London: Sage. 2003</li> <li>• Portigal, Steve. <i>Interviewing Users: How to Uncover Compelling Insights</i>. New York: Rosenfeld Media, 2013</li> <li>• Vyas, H. Kumar. <i>Design and Environment: A primer</i>. Ahmedabad: National Institute of Design 2016</li> </ul> <p><b>Viewing list</b></p> <ul style="list-style-type: none"> <li>• Digital Design Ethnography <a href="https://www.youtube.com/watch?v=2jk3WeiwmsY">https://www.youtube.com/watch?v=2jk3WeiwmsY</a></li> <li>• TED Talks Jan Chipchase: Design anthropology <a href="https://www.youtube.com/watch?v=ZGnCOKPlikg&amp;list=PLcf45f_PD4sQAnZ66S3R56uA1Oo0Ofb5a">https://www.youtube.com/watch?v=ZGnCOKPlikg&amp;list=PLcf45f_PD4sQAnZ66S3R56uA1Oo0Ofb5a</a></li> <li>• Ellen Isaacs: Ethnography <a href="https://www.youtube.com/watch?v=nV0jY5VgymI">https://www.youtube.com/watch?v=nV0jY5VgymI</a></li> </ul> <p><b>Online Resources</b></p> <ul style="list-style-type: none"> <li>• Kimbell, Lucy and Joe Jullier. <i>The Social Design Methods Menu</i>. <a href="http://www.lucykimbell.com/stuff/Fieldstudio_SocialDesignMethodsMenu.pdf">http://www.lucykimbell.com/stuff/Fieldstudio_SocialDesignMethodsMenu.pdf</a></li> <li>• Muller, Francis. <i>Design Ethnography</i>. Springer 2021. (Open access, available at: <a href="https://library.oapen.org/handle/20.500.12657/46115">https://library.oapen.org/handle/20.500.12657/46115</a>)</li> <li>• Nina Sabnani. <i>Visual Ethnography for Designers</i>. (Open access, available at: <a href="https://www.dsource.in/course/visual-ethnography-designers">https://www.dsource.in/course/visual-ethnography-designers</a>)</li> </ul>
<b>Suggested Case List</b>	
<b>Suggested field visits</b>	<ul style="list-style-type: none"> <li>• Visit to Sunday Market, Ahmedabad</li> <li>• Visit to a railway station/metro station/inter-state bus stand</li> <li>• Visit to the zoo/riverfront</li> </ul>