

THEORY WRITTEN WORK **PART 1: DESIGN RESEARCH**

Produce a piece of writing that addresses the following:

What is your interpretation of the brief and concept of 'New Materialism'?

- refer to key theory / quotes

How does your critical position on 'New Materialism' drive your research methods?

- refer to key theory / quotes on research methods
- cite and analyse examples or case studies from your own work and/or that of other practitioners

How do your critical position and research methods inform your design concept?

- outline initial research, explorations and emerging design concept(s)
- critically reflect on these in relation to your critical position and key theory

Consider:

- > What is your thinking (philosophy/theory)?
- > What are your methods (methodology)?
- > What is/are your guiding principles (ethics/aesthetics)?
- > What is your conceptual driver (question/hypothesis/aim)?

Suggested Structure:

- Title
 - Intro
 - Body – 2/3 paragraphs elaborating on key ideas
 - Conclusion (consolidate your critical position and resulting design direction – open ended)
 - Reference list / bibliography and in-text citations (APA reference style)
- > Although certain formalities must be followed (answering the brief and correct referencing), the overall structure or format of your written work can be driven by the same guiding principles as your design research/concept. Consider this piece of work as a text that uses the written word as an expressive medium, just as you might use a drawing or model to explore a design concept. As you are still in the process of focusing your design concept you can treat this text in the same way you might treat a sketch drawing or model. The process and structure of your writing are a research/exploration process which will help to make your concept tangible and focus your direction. Don't be afraid to play with words just as you might play with pencil/ink/paint or cardboard and masking tape.
- > You might want to include images of research precedents or explorations, or illustrations of your research methods (diagrams, mapping, etc). Select/edit these images carefully – ensure they illustrate a key point in your text and add to a rich critical analysis/argument. Reference all images.
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