Section 1

Instructor/Title | Dr. Seonga Kim-Lee / Assistant Professor
Office/Building | Room 712, Main Building (Nakamiya Campus)

【Course Outline / Description】

This course aims at understanding Japanese aesthetics, culture, and society through the twentieth-century design. Students will examine broad range of design examples in terms of reflective of the social, political, and economic culture of the time. The course will begin by exploring Japanese aesthetics and prewar design and continues by discussing contemporary design with regard to the emergence of design, made in Japan, pop culture, and disaster and design. Students need to be familiarized with Japanese terms related to aesthetics and culture at the beginning of this course in order to understand how religion and philosophy are reflected in Japanese art and design. Through lectures, discussions, presentations, and field trips, students will understand how traditional Japanese aesthetics reflected on contemporary design and how individual Japanese designers uniquely delivered traditional aesthetics to international style.

Section 2

【Course Objectives/Goals/Learning Outcomes】

At the end of this course students will be able to:

- Take design as a key tool for understanding Japanese aesthetics, culture, and history.
- Perceive a brief history of Japanese design in the twentieth century and demonstrate specific issues affected Japanese design.
- Clarify the difference between Japanese and western aesthetics in design.
- Demonstrate how traditional Japanese culture reflected in the contemporary design.

Section 3

【Class Schedule/Class Environment, Literature and Materials】

Unit 1: Aesthetics and Culture

Lecture 1:

DNA of Japanese Design

**Lecture 2:** **Japanese Aesthetics—karei, miyabi, notan**  
Read the booklet page 23-27, 36-37.  

**Lecture 3:** **Japanese Aesthetics—wabi-sabi, shibui**  
Read the booklet page 11-18.  

**Lecture 4:** **Unit Assignment and Discussion #1: wabi-sabi**  
Read the booklet page 38-44.  

**Lecture 5:** **Unit Activity**  
Field Trip to Ryoan-ji, Kyoto

**Lecture 6:** **Japanese Aesthetics:** Emptiness  
Read the booklet page 45-51.  

**Lecture 7:** **Japanese Aesthetics:** Emptiness in Architecture  
Read the booklet page 45-51.  

**Lecture 8:** **Japanese Aesthetics:** Ma  
Read the booklet page 52-58.  
[Arata Isozaki, “Ma (Interstice) and Rubble,” *Japanness in Architecture*, 81-100.]

**Lecture 9:** **Japanese Aesthetics:** Emptiness in Marketing  
Read the booklet page 59-82.  

**Lecture 10:** **Japanese Culture and Design**  
Read the booklet page 83-104.  
[Ruth Benedict, “Taking One’s Proper Station,” *Chrysanthemums and sword* (Tuttle Publishing 1946), 43-75.]  

**Lecture 11:** **Unit Assignment and Discussion #2: iitokodori**  
Read the booklet page 105-108.  
[Roger J. Davies and Osamu Ikeno ed., “Iitoko-Dori: Adopting Elements of Foreign Culture,” *The
Lecture 12: Japanese Culture of Miniaturization
Read the booklet page 109-113.

Lecture 13: Unit Assignment #3 and Discussion
Lecture 14: Unit Assignment #3 and Presentation

Unit 2: Modern History of Design

Lecture 15: Modernization and Westernization
Read the booklet page 129-135.

Lecture 16: Modernization and Westernization
Read the booklet page 129-135.

Lecture 17: Emergence of Product Design
Read the booklet page 136-147.

Lecture 18: Japanese Modernism in Architecture

Lecture 19: Design and Marketing
Read the booklet page 148-151.

Lecture 20: Unit Assignment #4 and Discussion
Lecture 21: Unit Assignment #4 and Presentation

Lecture 22: Pop Culture and Design
Read the booklet page 152-162.
Unit 3: Contemporary Designers and Their Challenges

Lecture 23: Disaster and Design
Read the booklet page 195-203.

Field Trip to the Hyogo Prefectural Museum of Art
(The Kobe Earthquake Museum / Tadanori Yokoo Museum)

Lecture 24: Fashion Designers in Paris
Read the booklet page 165-176.

Lecture 25: Designers in Postmodernism
Read the booklet page 177-194.

Lecture 26: Emotional Design
Read the booklet page 204-260.

Lecture 27: Presentation and discussion

Lecture 28: Presentation and discussion

Lecture 29: Presentation and discussion

Lecture 30: Presentation and review

Final Exam: TBA

Textbooks/Reading Materials
Texts of reading materials will be provided by the instructor.

Section 4
[Learning Assessments/Grading Rubric]

Grading Criteria
Class Participation 20%
Unit Assignments 40%
Final Exam 20%
Final Presentation 20%

Section 5
[Additional Information]
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