

Japanese Design

Aesthetics and Visual Culture

Section 1

Instructor/Title	Dr. Seonga Kim-Lee / Assistant Professor
Office Hours	13:00~14:00 Friday (Virtual)
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【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: Tuesday, August 31 (On Demand)

Introduction

Lecture 2: Friday, September 3 (Zoom)

DNA of Japanese Design

- 日本貿易振興機構, 「日本デザインの遺伝子展」の記録 DNA of Japanese Design, (日本貿易振興機構 2006), 18, 20.

- Nendo et al, *Hidden-Unveiling Japanese Design* (ADP, 2014), 12, 14.

Lecture 3: Tuesday, September 7 (On Demand)

Japanese Aesthetics: *karei, miyabi, notan*

- Patricia J. Graham, “Iki,” “Miyabi and Furu,” and “Karei,” *Japanese Design: Art, Aesthetics, and Culture*, (Tuttle Publishing, 2014), 25-34.

Lecture 4 Friday, September 10 (Zoom)

Japanese Aesthetics: *wabi-sabi, shibui*

- Patricia J. Graham, “Shibui,” and “Wabi and Sabi,” *Japanese Design: Art, Aesthetics, and Culture*, (Tuttle Publishing, 2014), 16-23.

Lecture 5: Tuesday, September 14 (On Demand)

Japanese Aesthetics—Katsura

Read the pdf file on BB, pp. 7-10.

- Patricia J. Graham, *Japanese Design: Art, Aesthetics, and Culture*, (Tuttle Publishing, 2014), 16-45.

Lecture 6: Friday, September 17 (Zoom)

Unit Assignment and Discussion #1: *wabi-sabi*

- Roger J. Davies and Osamu Ikeno ed., “wabi-sabi,” *The Japanese Mind*, 223-232.

Lecture 7: Tuesday, September 21 (On Demand)

Japanese Aesthetics: Emptiness in Architecture

- Mathias Frick, *Tadao Ando: From Emptiness to infinity*, [DVD] Credo Film 2014.
- Valeriy Bagrintsev, *Tadao Ando's Church of Light*, (Architeg 2019), 2-109.

Lecture 8: Friday, September 24 (Zoom)

Japanese Aesthetics: Emptiness

- Hara Kenya, "The Origin of Japanese Design," *Wa: The Essence of Japanese Design*, 11-17.

Lecture 9: Tuesday, September 28 (On Demand)

Japanese Aesthetics: Emptiness

- Arata Isozaki, “Ma (Interstice) and Rubble,” *Japan-ness in Architecture*, 81-100.
- Hara Kenya, “Muji,” *Designing Design*, Lars Mueller, 2015, 227-281.

Lecture 10: Friday, October 1 (Zoom)

Japanese Culture and Design

- Roger J. Davies and Osamu Ikeno ed., “Shudan Ishiki,” *The Japanese Mind*, 195-199.

Lecture 11: Tuesday, October 5 (On Demand)

Japanese Culture and Design: Furoshikibility and Monozukuri

- Matthias Dietz and Michael Monninger, "Furoshikibility," *Japan Design* (Taschen 1992), 11-14.

Lecture 12: Friday, October 8 (Zoom)

Unit Assignment and Discussion #2: *iitokodori*

- Roger J. Davies and Osamu Ikeno ed., “Itoko-Dori: Adopting Elements of Foreign Culture,” *The Japanese Mind*, 127-133.

Unit Assignment #2 submission due*

Lecture 13: Tuesday, October 12 (On Demand)

Japanese Culture of Miniaturization

- Young Lee, “Smaller is Better: Six Examples,” *Smaller is Better: Japan’s Mastery of the Miniature*, 25-31.

Lecture 14: Friday, October 15 (Zoom)

Unit Assignment #3 and Discussion

Unit 2: History of Modern Design

Lecture 15: Tuesday, October 19 (On Demand)

Modernization and Westernization

Read the pdf file on BB, pp. 129-135.

- Felice Fischer, “Japanese Design: from Meiji to Modern,” *Japanese Design*, 8-13.

Lecture 16: Friday, October 22 (Zoom)

Unit Assignment #3 and Presentations

Lecture 17: Tuesday, October 26 (On Demand)

Modernization and Westernization

Read the pdf file on BB, pp. 129-135.

- Felice Fischer, “Japanese Design: from Meiji to Modern,” *Japanese Design*, 8-13.

Lecture 18: Friday, October 29

No Class (Fall Break)

Lecture 19: Tuesday, November 2 (On Demand)

Japanese Modernism in Architecture

- Cherie Wendelken, “Aesthetics and Reconstruction: Japanese Architectural Culture in the 1950s,” in Carola Hein et. al., *Rebuilding Urban Japan after 1945*, (Palgrave Macmillan, 2003), 188-209.

Lecture 20: Friday, November 5 (Zoom)

Emergence of Product Design

- Takuo Hirano, “The History of Japanese Design: A Personal View,” *Japan 2000*, 95-99.
- Charlotte & Peter Fiell, “Japanese Postwar Design,” *The Story of Design*, (The Monacelli Press 2016), 380-387.

Lecture 21: Tuesday, November 9 (On Demand)

Design and Marketing

- Motoo Nakanishi, "Design and Marketing," *Japanese Design: A Survey since 1950* [exh. cat., Philadelphia Museum of Art, 22-24.

Lecture 22: Friday, November 12 (Zoom)

Unit Assignment #4 and Discussion

Lecture 23: Tuesday, November 16 (On Demand)

Pop Culture and Design

- William M. Tsutsui, "Form and Themes in Japanese Popular Culture," *Japanese Popular Culture and Globalization* (Association for Asian Studies 2010), 5-22.

Lecture 24: Friday, November 19 (Zoom)

Unit assignment #4 and presentations

Unit 3: Contemporary Design

Lecture 25: Tuesday, November 23 (On Demand)

Designers in Postmodernism

- Matthias Dietz and Michael Monninger, "Introduction," *Japan Design*, (Taschen 1992), 9-23.

Lecture 26: Friday, November 26 (Zoom)

Disaster and Design

- Esther Charlesworth, "Shigeru Ban," *Humanitarian Architecture*, (Routledge, 2014), 19-30.

Lecture 27: Tuesday, November 30 (On Demand)

Fashion Designers in Paris

- Yuniya Kawamura, "The Japanese Fashion Phenomenon in Paris since 1970," *Japanese Revolution in Fashion*, 91-123.

Lecture 28: Friday, December 3 (Zoom)

Emotional Design

- Hara Kenya, "Re-Design," *Designing Design*, (Lars Mueller, 2015), 22-47.
Hara Kenya, "Haptic," *Designing Design*, (Lars Mueller, 2015), 70-149.

Lecture 29: Tuesday, December 7 (On Demand)

Final Presentations

Lecture 30: Friday, December 10 (Zoom)

Final Presentations and Review

Final Exam: Tuesday, December 14

TBA

【Textbooks/Reading Materials】

All the reading materials will be available in pdf formats on Blackboard.

Section 4

【Learning Assessments/Grading Rubric】

Grading Criteria

Class Participation 20%

Unit Assignments 50%

Final Exam 15%

Final Presentation 15%

Section 5

【Additional Information】