

# Japanese Design (Home Based)

## Aesthetics and Visual Culture

### Section 1

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### 【Course Outline / Description】

This course aims at understanding Japanese aesthetics, culture, and society through 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 culture and continues by discussing contemporary design regarding 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, and presentations, 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】

		Schedule of Instruction	
Class	Date	Schedule of Instruction	Work Outside of Classroom Activities
1	Tuesday, August 30	Unit 1: Aesthetics and Culture DNA of Japanese Design	Read: 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.
2	Friday, September 2	Unit 1: Aesthetics and Culture Japanese Aesthetics— <i>karei</i> , <i>miyabi</i> , <i>notan</i>	Watch the class video. Read: Patricia J. Graham, “Iki,” “Miyabi and Fuyu,” and “Karei,” Japanese Design: Art, Aesthetics, and Culture, (Tuttle Publishing, 2014), 25-34.

3	Tuesday, September 6	Unit 1: Aesthetics and Culture Japanese Aesthetics— <i>wabi-sabi</i>	Read: Patricia J. Graham, “Wabi and Sabi,” <i>Japanese Design: Art, Aesthetics, and Culture</i> , (Tuttle Publishing, 2014), 20-23.
4	Friday, September 9	Unit 1: Aesthetics and Culture Japanese Aesthetics— <i>shibui</i>	Watch the class video. Read: Patricia J. Graham, “Shibui,” and “Wabi and Sabi,” <i>Japanese Design: Art, Aesthetics, and Culture</i> , (Tuttle Publishing, 2014), 16-19.
5	Tuesday, September 13	Unit 1: Aesthetics and Culture Unit Assignment and Discussion #1: wabi-sabi	Prepare for the class discussion: Roger J. Davies and Osamu Ikeno ed., “Wabi-Sabi,” <i>The Japanese Mind</i> , (Tuttle Publishing, 2002), 223-232.
6	Friday, September 16	Unit 1: Aesthetics and Culture Japanese Aesthetics: Emptiness	Watch the class video. Submit Unit Assignment #1 A guest speaker will be invited to class via online.
7	Tuesday, September 20	Unit 1: Aesthetics and Culture Japanese Aesthetics: Emptiness	Read: Hara Kenya, “The Origin of Japanese Design,” <i>Wa: The Essence of Japanese Design</i> , 11-17.
8	Friday, September 23	Unit 1: Aesthetics and Culture Japanese Aesthetics: Emptiness in Architecture	Watch the video and prepare for the class discussion: Mathias Frick, Tadao Ando: From Emptiness to infinity, [DVD] Credo Film 2014.
9	Tuesday, September 27	Unit 1: Aesthetics and Culture Japanese Aesthetic: Emptiness and Muji	Hara Kenya, “Muji,” <i>Designing Design</i> , (Lars Mueller, 2015), 227-281.
10	Friday, September 30	Unit 1: Aesthetics and Culture Japanese Culture and Design	Watch the class video. Read: Roger J. Davies and Osamu Ikeno ed., “Shudan Ishiki,” <i>The Japanese Mind</i> , Tuttle Publishing, 2002), 195-199.
11	Tuesday, October 4	Unit 1: Aesthetics and Culture Unit Assignment and Discussion #2: <i>itokodori</i>	Prepare for the class discussion: Roger J. Davies and Osamu Ikeno ed., “Itoko-Dori: Adopting Elements of Foreign Culture,” <i>The Japanese Mind</i> , (Tuttle Publishing, 2002), 127-133
12	Friday, October 7	Unit 1: Aesthetics and Culture Japanese Culture and Design: <i>Furoshikibiki &amp; Monozukuri</i>	Submit Unit Assignment #2 Read: Kenji Ekuan, “Electronics and The Japanese Soul-The Universality of Japanese Design,” <i>Journal of Japanese Trade and Industry</i> , no. 4, 1984, 47-50.
13	Tuesday, October 11	Unit 1: Aesthetics and Culture Unit Assignment #3 and Discussion	Prepare for the group project
14	Friday, October 14	Japanese Culture of Miniaturization	Watch the class video. Read: Young Lee, “Smaller is Better: Six Examples,” <i>Smaller is Better: Japan’s Mastery of the Miniature</i> , (Kodansha International, 1984), 25-31.
15	Tuesday, October 18	Unit Assignment #3 and Presentations	Submit Unit Assignment #3 Prepare for the class presentation
16	Friday, October 21	Unit 2: History of Modern Design Modernization and Westernization	Watch the class video. Read: Felice Fischer, “Japanese Design: from Meiji to Modern,” <i>Japanese Design</i> , 8-13.
17	Tuesday, October 25	Unit 2: History of Modern Design Emergence of Product Design	Read: Takuo Hirano, “The History of Japanese Design: A Personal View,” <i>Japan</i> 2000, 95-99.

## 2022 Fall Semester

18	Friday, October 28	No Class	Fall Break
19	Tuesday, November 1	Unit 2: History of Modern Design Japanese Modernism in Architecture	Read: Cherie Wendelken, "Aesthetics and Reconstruction: Japanese Architectural Culture in the 1950s," in Carola Hein et. al., <i>Rebuilding Urban Japan after 1945</i> , (Palgrave MacMillan, 2003), 188-209.
20	Friday, November 4	Unit 2: History of Modern Design Design and Marketing	Watch the class video. Read: Motoo Nakanishi, "Design and Marketing," <i>Japanese Design: A Survey since 1950</i> [exh. cat., Philadelphia Museum of Art], 22-24.
21	Tuesday, November 8	Unit 2: History of Modern Design Unit Assignment #4 and Discussion	Prepare for the group project
22	Friday, November 11	Unit 2: History of Modern Design Pop Culture and Design	Watch the class video. Read: William M. Tsutsui, "Form and Themes in Japanese Popular Culture," <i>Japanese Popular Culture and Globalization</i> (Association for Asian Studies 2010) 5-22.
23	Tuesday, November 15	Unit 2: History of Modern Design Unit assignment #4 and presentations	Submit Unit Assignment #4 Prepare for the class presentation
24	Friday, November 18	Unit 3: Contemporary Design Fashion Designers in Paris	Watch the class video. Read: Yuniya Kawamura, "The Japanese Fashion Phenomenon in Paris since 1970," <i>Japanese Revolution in Fashion</i> , (Berg Publishers, 2004), 91-123.
25	Tuesday, November 22	Unit 3: Contemporary Design Bubble Economy and Design	Prepare for the class discussion: Botond Bogner, "What Goes Up, Must Come Down," Harvard Design Magazine, No. 3, Fall 1997. 125. Oscar Boyd and Chris Russell, hosts, "Nakagin, Nakagone: Demolishing an architectural dream," Deep Dive (Podcast), April 14, 2022.
26	Friday, November 25	Unit 3: Contemporary Design Emotional Design	Watch the class video.
27	Tuesday, November 29	Unit 3: Contemporary Design Disaster and Design	Read: Esther Charlesworth, "Shigeru Ban," <i>Humanitarian Architecture</i> , (Routledge, 2014), 19-30.
28	Friday, December 2	Final presentations	Prepare for the final presentation.
29	Tuesday, December 6	Final presentations	Prepare for the final presentation.
30	Friday, December 9	Review	Review notes for the final exam.

**【Textbooks/Reading Materials】**

The reading materials will be provided by the instructor and uploaded to Blackboard in pdf format

**Section 4**

**【Learning Assessments/Grading Rubric】**

**Grading Criteria**

Class Participation 20%

Unit Assignments 50%

Final Presentation 15%

Final Exam 15%

**Section 5**

**【Additional Information】**

Class videos will be uploaded to Blackboard at 9:00 on Thursday each week. Participating in live class actively is essential for achieving the learning objectives. There will be no mid-term exam in this course, and there are small assignments for students to understand the contents through class discussion and group projects.