

# Japanese Design

## Aesthetics and Culture

### Section 1

Instructor	Dr. Seong A Kim-Lee / Associate Professor
Office/Building	Room 708, Main Bldg/ Nakamiya Campus
Office Hours	TBA

### 【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.

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### 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	Work Outside of Classroom Activities
1	Unit 1: Aesthetics 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, <i>Hidden-Unveiling Japanese Design</i> (ADP, 2014), 12, 14.
2	Unit 1: Aesthetics Religious Influences in Japanese Design	Read: Patricia J. Graham, "Religious Values and Japanese Design," <i>Japanese Design: Art, Aesthetics, and Culture</i> , (Tuttle Publishing, 2014), 70-79.
3	Unit 1: Aesthetics Religious Influences in Japanese Design	Read: François Berthier, "Zen and the Arts," <i>Reading Zen in the Rocks</i> , (University of Chicago Press 2000), 1-47.
4	Unit 1: Aesthetics Miyabi	Read: Graham, "Miyabi and Fuyu," 25-34. WM. Theodore De Bary, Ed. "The Vocabulary of Japanese Aesthetics, I," Nancy G. Hume ed., <i>Japanese Aesthetics and Culture</i> , (State University of New York Press 1995) 43-50.

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5	Unit 1: Aesthetics Iki and Karei	Read: Graham, "Karei," 32-39; Graham, "Iki," 25-27.
6	Unit 1: Aesthetics Notan	Read: Graham, "Notan," 44-45.
7	Unit 1: Aesthetics Wabi-sabi	Graham, "Wabi and Sabi," 20-23.
8	Unit 1: Aesthetics 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.
9	Unit 1: Aesthetics Shibui	Submit Unit Assignment #1 Read: Graham, "Shibui," 16-19.
10	Unit 1: Aesthetics Emptiness	Read: Hara Kenya, "The Origin of Japanese Design," <i>Wa: The Essence of Japanese Design</i> , (Phaidon, 2014), 11-17.
11	Unit 1: Aesthetics Emptiness in Architecture	Prepare for the class discussion: Mathias Frick, <i>Tadao Ando: From Emptiness to infinity</i> , [DVD] Credo Film 2014.
12	Unit 1: Aesthetics Emptiness in Architecture	Survey Analysis
13	Unit 1: Aesthetics Emptiness and Muji	Prepare for the class discussion. Ory Bartal, "Mujirushi Ryohin and the absence of style," <i>Critical Design in Japan</i> Manchester (University Press, 2020), 124-150.
14	Unit 2: Culture Japanese Culture and Design	Read: Davies and Ikeno ed., "Shudan Ishiki," 195-199.
15	Unit 2: Culture Assignment and Discussion #2: iitoko-dori	Prepare for the class discussion: Roger J. Davies and Osamu Ikeno ed., "Iitoko-Dori: Adopting Elements of Foreign Culture," <i>The Japanese Mind</i> , (Tuttle Publishing, 2002), 127-133.
16	Unit 2: Culture Kikubari and Omoiyari Design	Submit Unit Assignment #2 Access to the Japan Patent Record
17	Unit 2: Culture Furoshikibiki & Monozukuri	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.
18	Unit 2: Culture Assignment #3 and Discussion	Prepare for Unit Assignment #3
19	Unit 2: Culture Miniaturization	Read: Young Lee, "Smaller is Better: Six Examples," <i>Smaller is Better: Japan's Mastery of the Miniature</i> , (Kodansha International, 1984), 25-31.
20	Unit 2: Culture Assignment #3 and Presentations	Submit Unit Assignment #3 Prepare for the class presentation
21	Unit 2: Culture Final presentation preparation	Submit the final presentation topic.
22	Unit 2: Culture Zōtō	Prepare for the class discussion: Roger J. Davies and Osamu Ikeno ed., "Zōtō," <i>The Japanese Mind</i> , (Tuttle Publishing, 2002), 233-236.
23	Unit 2: Culture Packaging Analysis	Packaging Analysis Make analysis questionnaires
24	Unit 2: Culture Packaging Analysis	Packaging Analysis
25	Final presentations	Prepare for the final presentation.
26	Final presentations	Prepare for the final presentation.
27	Final presentations	Prepare for the final presentation.
28	Final presentations	Prepare for the final presentation.
29	Final presentations	Prepare for the final presentation.
30	Review	Prepare for the exam.

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### **【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 attendance & participation 20%

Unit assignments 50%

Final presentation 20%

Final exam 10%