

# Japanese Design

## Aesthetics and Visual Culture

**Section 1**

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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, field trips, and presentations, students will understand how traditional Japanese aesthetics reflected on contemporary design and how individual Japanese designers uniquely delivered traditional aesthetics to international

**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	Schedule of Instruction	Work Outside of Classroom Activities
1	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, <i>Hidden-Unveiling Japanese Design</i> (ADP, 2014), 12, 14.
2	Unit 1: Aesthetics and Culture Japanese Aesthetics— <i>karei, miyabi, notan</i>	Read: Patricia J. Graham, “Iki,” “Miyabi and Furu,” and “Karei,” <i>Japanese Design: Art, Aesthetics, and Culture</i> , (Tuttle Publishing, 2014), 25-34.
3	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.

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4	Unit 1: Aesthetics and Culture Japanese Aesthetics— <i>shibui</i>	Read: Patricia J. Graham, “Shibui,” <i>Japanese Design: Art, Aesthetics, and Culture</i> , (Tuttle Publishing, 2014), 16-19.
5	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	Unit 1: Aesthetics and Culture Japanese Aesthetics: Emptiness	Submit Unit Assignment #1 A guest speaker will be invited to the class online.
7	Unit 1: Aesthetics and Culture Japanese Aesthetics: Emptiness	Read: Hara Kenya, “The Origin of Japanese Design,” <i>Wa: The Essence of Japanese Design</i> , (Phaidon, 2014), 11-17.
8	Unit 1: Aesthetics and Culture Japanese Aesthetics: Emptiness in Architecture	Prepare for the class discussion: Mathias Frick, <i>Tadao Ando: From Emptiness to infinity</i> , [DVD] Credo Film 2014.
9	Unit 1: Aesthetics and Culture Japanese Aesthetic: Emptiness and Muji	
10	Unit 1: Aesthetics and Culture Japanese Culture and Design	Read: Roger J. Davies and Osamu Ikeno ed., “Shudan Ishiki,” <i>The Japanese Mind</i> , (Tuttle Publishing, 2002), 195-199.  Field Trip: Saturday, October 1 Ryoan-ji, Kyoto
11	Unit 1: Aesthetics and Culture Unit Assignment and Discussion #2: iitoko-dori	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	Unit 1: Aesthetics and Culture Japanese Culture and Design: Furoshikibility & Monozukuri	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	Unit 1: Aesthetics and Culture Unit Assignment #3 and Discussion	Prepare for the group project
14	Unit 1: Aesthetics and Culture Japanese Culture of 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.
15	Unit 1: Aesthetics and Culture Unit Assignment #3 and Presentations	Submit Unit Assignment #3 Prepare for the class presentation
16	Unit 2: History of Modern Design Modernization and Westernization	Read: Felice Fischer, “Japanese Design: from Meiji to Modern,” <i>Japanese Design: a survey since 1950</i> [ext. cat., Philadelphia Museum of Art], 8-13.
17	Unit 2: History of Modern Design The Emergence of Product Design	Read: Takuo Hirano, “The History of Japanese Design: A Personal View,” <i>Japan 2000</i> , 95-99.
18	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.

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19	Unit 2: History of Modern Design Design and Marketing	Read: Motoo Nakanishi, "Design and Marketing," <i>Japanese Design: A Survey since 1950</i> [exh. cat., Philadelphia Museum of Art], 22-24.
20	Unit 2: History of Modern Design Unit Assignment #4 and Discussion	Prepare for the group project
21	Unit 2: History of Modern Design Pop Culture and Design	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.
22	Unit 2: History of Modern Design Unit assignment #4 and presentations	Submit Unit Assignment #4 Prepare for the class presentation
23	Unit 3: Contemporary Design Fashion Designers in Paris	Read: Yuniya Kawamura, "The Japanese Fashion Phenomenon in Paris since 1970," <i>Japanese Revolution in Fashion</i> , (Berg, 2012), 91-123.
24	Unit 3: Contemporary Design Bubble Economy and Design	Prepare for the class discussion: Botond Bogнар, "What Goes Up, Must Come Down," <i>Harvard Design Magazine</i> , No. 3, Fall 1997. 125. Oscar Boyd and Chris Russell, hosts, "Nakagin, Nakagone: Demolishing an architectural dream," <i>Deep Dive</i> (Podcast), April 14, 2022.
25	Unit 3: Contemporary Design Emotional Design	Field Trip: Saturday, November 26 Ando Gallery, Hyogo Prefectural Museum of Art; Kobe Earthquake Memorial Museum
26	Unit 3: Contemporary Design Disaster and Design	Read: Esther Charlesworth, "Shigeru Ban," <i>Humanitarian Architecture</i> , (Routledge, 2014), 19-30.
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 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%

## **2023 Spring Semester**

Unit Assignments 50%

Final Presentation 15%

Final Exam 15%

### **Section 5**

#### **【Additional Information】**

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. Therefore, it is essential to participate in class actively to achieve the learning objectives.