

DS1001: Sociology of Design

Session 1



INDIAN INSTITUTE OF INFORMATION TECHNOLOGY,
DESIGN AND MANUFACTURING,
KANCHEEPURAM

- Dr. Sudhir Varadarajan
- Dr. Narendran G

All that you need to do and
learn in the **first six sessions**

You will experience today



List the top five **everyday** activities
that you consider as
‘ordinary’, ‘routine’ or ‘boring’

Top 5 Ordinary Activities		
1. Coming to class ...		
2. Brushing teeth ...		
3. ...		

Why do you consider a particular activity as 'ordinary', 'routine' or 'boring'?

State **one reason for each** of the activities

Top 5 Ordinary Activities	Reason (Why ordinary?)	
1. Coming to class ...	Because... of teacher	
2. Brushing teeth ...	Because...	
3. ...	Because...	

Write one thing that you can do to
make the 'ordinary' interesting

Top 5 Ordinary Activities	Reason (Why ordinary?)	Make ordinary interesting
1. Coming to class ...	Because... of teacher	... make fun of the teacher
2. Brushing teeth ...	Because...	
3. ...	Because...	



Does your action to make the
'ordinary' interesting improve the
situation for living and non-living
things around you – engagement,
positivity, beauty?

Top 5 Ordinary Activities	Reason (Why ordinary?)	Make ordinary interesting
1. Coming to class ...	Because... of teacher	... make fun of the teacher
2. Brushing teeth ...	Because...	
3. ...	Because...	



Let us enhance engagement, positivity and beauty...

Activity 1.1 (90 min)

- Step 1: Form a team of size 10-12
- Step 2.1: Each team go to the ground floor and form a triangle with 3 feet distance between each other, and each member to **start walking perpendicular to the edge for 100 feet**
- Step 2.2: After every 10 feet, use your mobile to capture high resolution photograph of 1 interesting **shape & color** that you find in that place – return after you collect 10 photographs (15 min)
- Step 3: Reassemble and form sub-groups of 3-4, and **organize your collection of shapes & colors using adjacency & color theory** to form a collage (art work – 30 min)
- Step 4: Join the collages of each sub-group to form a larger collage. Break the sub-group collages if required. **Interpret what it tells about your team and the place IIITDM** & give a caption (30 min)
- Step 5: Display your output to the class (15 min) and **put it on personal Instagram / use it as screen saver in laptops / background for PPTs**

How can we increase the breadth and depth of our everyday experience?

How to see or approach everyday activities – interaction among people and things?



Ethnographic way of exploring a situation

1. Always be looking ... Everything is interesting. Look closer
2. Use all of the senses in your investigation
3. Observe for long durations
4. Alter your course often ... Incorporate indeterminacy
5. Document your findings in a variety of ways
6. Trace things back to their origins
7. Consider everything alive & animate
8. Create a personal dialogue with your environment. Talk to it
9. Notice the stories going around ... Observe movement
10. Notice patterns, make connections

Artists and Scientists analyze the world around them in similar ways – Keri Smith

Observe, Collect, Analyze, Compare, Notice Patterns

“We shall not cease from exploration
And the end of all our exploring
Will be to arrive where we started
And know the place for the first time.”

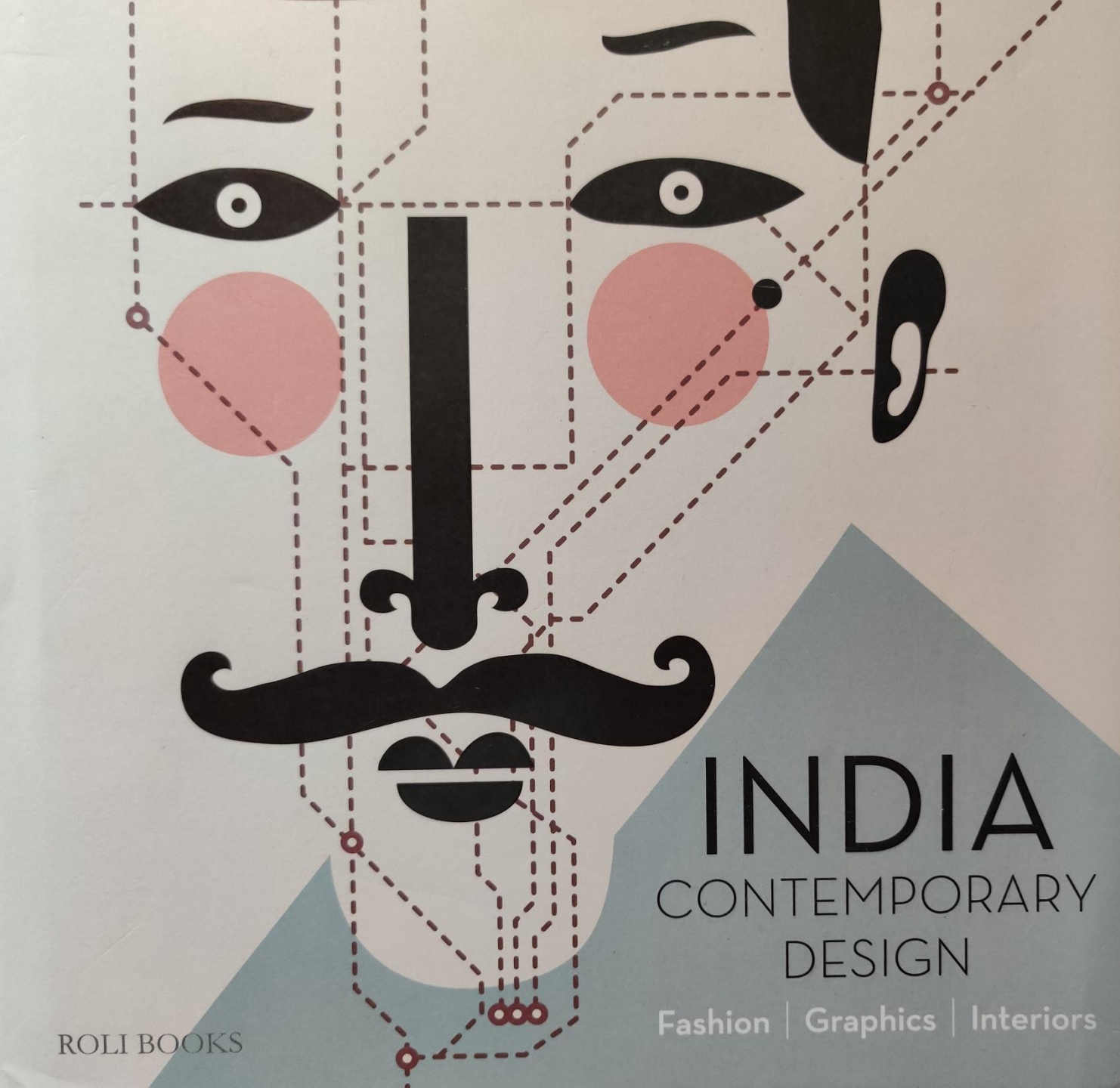
T.S. Eliot



How can we increase the breadth and depth of our everyday experience?

What all can we notice in everyday activities – interaction among people and things?





Creativity arises from our ability to see things from many different angles

- Sight
- Shape, Color
- Movement

Course Plan and Evaluation

- Course plan
 - First six weeks – **making the ordinary interesting**
 - Ethnography & semiotics -> art work
 - Last six weeks – **sociological analysis** (including movie analysis)
 - Analyzing everyday interactions -> domain identification
- Assessment
 - Individual assessment (50% end-semester)
 - Understanding of concepts and ability to apply concepts to practical situations
 - Team activity (50% -> Session 1-3: 10; Session 4-6: 20; Session 7-12: 20)
 - Understanding requirement, effort, organization, novelty

Key References

- Robin Williams (2014), The non-designers design book: Design and typographic principles for the visual novice, 4th edition, ISBN: 9780133966152
- Keri Smith (2008), How to be an Explorer of the World: Portable Life Museum, Penguin Group, ISBN: 9780399534607
- John J Macionis and Reema Bhatia (2018), Sociology, Pearson Education, 17th edition, ISBN: 9789353066383
- Dominique Vinck (ed.) (2009), Everyday engineering: An ethnography of design and innovation, MIT Press, Cambridge, MA, ISBN: 9780262512640
- Luis L Bucciarelli (1994), Designing engineers, MIT Press, Cambridge, MA, ISBN: 9780262522120
- Ross Knox Bassett (2016), The technological Indian, Harvard University Press, ISBN: 9780674504714
- Trevor Pinch (Editors) (2012), The Social Construction of Technological Systems: New directions in the sociology and history of technology, MIT Press, Anniversary Edition, ISBN: 9780262517607

Guidelines for team work

- Form large teams of size 10-12 (within the class)
- In each of the first six sessions you will work as a team to gather relevant resources from your context and produce an art piece at the end of the session
- Ensure that each team has atleast 3-4 laptops or relevant tools for synthesis

In each subsequent session we will build more layers and complex art work

Keep observing how **interactions between people and things** unfold

