

# DS1001: Sociology of Design

## Session 5



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# 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

Each team member adopt two new strategies,  
collectively the team should cover all strategies



# 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 (1/5)

- Sight, Shape, Color, Movement
- Touch, Texture
- Sound
- Smell, Taste





# Creativity arises from our ability to see things from many different angles (2/5)

- Symmetrically, in Parts
- Micro, Macro
- 2D, 3D
- Function
- Symbol, Language



# Let us enhance engagement, positivity and beauty...

## Activity 5 (180 min)

- Step 1: Each team member to buy one scrap product, and some scrap items (wires, nuts, bolts, sprocket, chains, etc.)
- Step 2: Disassemble the product, capture details, one oldest patent and **organize your collection in interesting ways** (2D art work – 120 min)

