

DS1001: Sociology of Design

Session 2



INDIAN INSTITUTE OF INFORMATION TECHNOLOGY,
DESIGN AND MANUFACTURING,
KANCHEEPURAM

- Dr. Sudhir Varadarajan
- Dr Narendran G

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 any two 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?



A JOURNEY
THROUGH COLORS,
TEXTILES &
THE VIBRANCY
OF RAJASTHAN

PATTERNS of INDIA

CHRISTINE
CHITNIS



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

- Sight, Shape, Color, Movement
- Touch, Texture

Let us enhance engagement, positivity and beauty...

Activity 2.1 (120 min)

- Step 1: Each team go to the ground floor and form a pentagon, and each member to **start walking outward, perpendicular to the edge for 100 feet**
- Step 2: After every 10 feet, use your mobile to capture high resolution photograph of 1 interesting **touch & texture** that you find in that direction – return after you collect 10 photographs (20 min)
- Step 3: Reassemble and form sub-groups of 3-4, and **superimpose the textures on the previous session collage** (art work – 40 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 can tell about IIITDM culture** & give a caption – a new phrase (30 min)
- Step 5: Display your output to the class (30 min) and **put it on personal Instagram / use it as screen saver in laptops / background for PPTs**