

# DS1001: Sociology of Design

## Session 3



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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?



# INCREDIBLE SOUNDS OF INDIA VOL. I – COUNTRYSIDE



TROPICAL FOREST,  
BEACHES, VILLAGE LIFE  
NORTH & SOUTH

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

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

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

## Activity 3.1 (120 min)

- Step 1: Each team go to the ground floor and form a circle, and each member to **start walking in the radially outward direction for 100 feet**
- Step 2: After every 10 feet, use your mobile to record one sound that you find in that spot – return after you collect 10 audio recordings (20 min)
- Step 3: Reassemble and form sub-groups of 3-4, and research and **organize your collection of sounds into a composition – spiraling inside out or outside in** (art work – 40 min)
- Step 4: Join the compositions of each sub-group to form a larger composition. **Align the composition to the caption of your art work** (30 min)
- Step 5: Display your output to the class (30 min)

