

MD Masters Thesis

An introduction

Assignment 1

31.03 - 01.04

Session 1: To observe

Morning:

- A) Focus group (All) : introduction
- B) Introduction (JV) : syllabus
- C) Presentation Anaïs Bloch (10h00) :
What is a research ?
- D) Roundtable (All) : what is a research

Afternoon:

- A) Assignment "exercices d'observation" (JV)
- B) Self study time : **observation exercises** (outside)

Morning:

Intro (JV)

- A) Presentations students (09h00) : Jonas, Basile, Enzo, Leyla
- B) Focus group (All) : From inspiration to questions and references
- C) **Assignment 1** (JV) : From inspiration to questions

Afternoon:

- A) Focus group (All) : results of exercices d'**observations** (faire lien avec les différentes typologies de recherche)
- B) Synthesis of the session 1

Assignment 1 : In the INSPIRATION folder on GitHub, upload (1) a .md file with a list of terms/topics and their definition and 3 potential research questions, (2) at least 10 academic resources (articles, book chapters) about your topics, (3) visuals about what you are interested in

Assignment 2

28.04 - 30.04

Session 2: To Craft

Morning:

- A) Introduction (JV) : Dissect the Workflow
- B) Focus group (All) : Q/A assignment 1
- C) Presentation Benoît Renaudin (10h00 en visio) :
Crafting a research
- D) Focus group (All) + **Assignment 2** (JV): Read and craft a research plan

Afternoon:

- A) self study time

Morning:

- A) Presentation Félicien Goguey :
Read and craft a research plan, data analysis
- B) Self study time + individual discussion with JV + Félicien

Afternoon

- A) Self study time + individuel discussion with JV + Félicien
- B) **Assignment 2** : Do field research and interviews

All day :

- self-study

Assignment 2 : In the METHOD folder on GitHub, upload a .md file that describes your research question, a motivation to explore it with references to literature / projects as well as the methodology you chose, as well as clarifications about it (number of interviews, questions, places you'll observe, etc.)

Assignment 4

26.05 - 28.05

Session 3: To Do

All day:

- A) **Assignment 3** + **Collective presentations** (JV+FG)

Assignment 3: In the DATA folder on GitHub, upload the material you produced and collected, prepare a 10 minutes presentation to walk us through this (no slides, only by using a selection of the material)

Morning:

- A) Focus group (All) : Q/A assignment 1
- B) Presentation (JV) : How to make interviews : how to formulate questions and analyses answers?
- C) **Assignment 4** : Do field research, analysis and start writing

Afternoon:

- A) individual discussion about research plan / interviews + study time (JV)

All day :

- Self-study

Assignment 4 : In the DATA folder on GitHub, upload the new material you produced and collected during the summer break, prepare a 10 minutes presentation with a format that summarises your analysis (poster, artifacts, etc.)

Summer break

Self-study time

Mid September : everyone share their field material : presentation + exhibit

Mid October : Interim presentation

End of October : Interim presentation

End of November : Interim presentation

Assignment 5 : In the OUTPUT folder on GitHub, upload the various iterations of your masters thesis text, as well as the images you want to use.

MD Masters Thesis : basics

- **Personal**
- **Practical**
- **Pleasant**
- **Prospective**

MD Masters Thesis : basics

- **Between 45'000 and 65'500 characters**
(an exception may be considered with the authorization of the tutor)

MD Masters Thesis : basics

- **Submission deadline : end of November 2025**
- **Date of the defence : mid-February 2026**

MD Masters Thesis : basics

- **Three sessions (before Summer break)**

- A. 31.03.25 - 01.04.25 (to observe)**
- B. 28.04.25 - 30.04.25 (to plan)**
- C. 26.05.25 - 28.05.25 (to make)**

MD Masters Thesis : basics

- **Four assignments (before Summer break)**

MD Masters Thesis : Research vs. art



Anthony Dunne, Fiona Raby, Dunne & Raby Robot 4 from the Technological Dreams Series: no 1, Robots project (Model) 2007



Anthony Dunne, Fiona Raby, Dunne & Raby Robot 4 from the Technological Dreams Series: no 1, Robots project (Model) 2007

MD Masters Thesis : Research vs. art

- **Experimentation (art) = not necessarily a clear objective, method which evolve over time and results are evaluated subjectively**



Anthony Dunne, Fiona Raby, Dunne & Raby Robot 4 from the Technological Dreams Series: no 1, Robots project (Model) 2007

MD Masters Thesis : Research vs. art

- **Research = clearly defined purpose and method, results can be evaluated with objective criteria**



Anthony Dunne, Fiona Raby, Dunne & Raby Robot 4 from the Technological Dreams Series: no 1, Robots project (Model) 2007

Speculative Design: Crafting the Speculation

March 2013 · *Digital Creativity* 24(1)

DOI:10.1080/14626268.2013.767276

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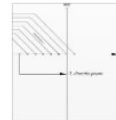
Citations (680)

References (22)

Figures (24)

Abstract and Figures

The article positions the author's work as speculative design but—like the term design fictions—is open to several interpretations. How is the fictional character of such work conceptualised and produced? What kinds of speculation are involved? The article considers the value of one particular approach and argues that speculative design serves two distinct purposes: first, to enable us to think about the future; second, to critique current practice. Methods are described through case studies, either of the author's own projects or projects completed by graduates of the design interactions course at the Royal College of Art. A key concept is the 'perceptual bridge'—the means by which designs engage their audience. The article argues that a vital factor in the success of a Speculative Design proposal is the careful management of the speculation, specifically what informs the use of technology, aesthetics, behaviour, interaction and function of the designed artefact.



MD Masters Thesis : Research vs. art

- **Research needs:**
 - a research question
 - a literature review (try to go beyond what was done by others)
 - a method to deal with this research question
 - a clear presentation of the results, sources and material produced

MD Masters Thesis : Research vs. art

Three perspectives

- **Research for design**, that aims at investigating a situation, an object or a practice prior to changing it with an artifact or service
- **Research through design**, in which knowledge, ideas and questions emerge from the design practice itself. Also called “practice-based research”.
- **Research on design**, which consists in studying the discipline, the objects and the practice of design. Takes design as an object of study: history of design, sociology of design, etc.

MD Masters Thesis : Research on design

- **The Masters Thesis is a research on design project carried out in anticipation of the diploma project. It provides the opportunity to conduct an investigation to consolidate your perspective, deepen your knowledge, which is essential to the construction of your thinking and feed the practical project you will work on afterwards.**

MD Masters Thesis : Research on design

RESEARCH : In our context (Media Design masters at HEAD)

- It is the preliminary stage of creation, which serves to establish a perimeter, and to prefigure the possible paths for the practical project, whether it concerns the design of an interactive experience, a product, a service or an object. For this, you will conduct an investigation, generally about a context or a phenomenon, an object or a social practice.

MD Masters Thesis : Research on design

RESEARCH : In our context (Media Design masters at HEAD)

- Overall, it aims at **establishing one's position** in the discipline of design.

MD Masters Thesis : Dissertation

- This investigation is based on the approaches of **field research** coming from ethnography, using interview techniques, direct observation, or analysis of objects etc. This field investigation will produce data that you will have to analyse and discuss in order to write down your thesis.

MD Masters Thesis : Dissertation

- The dissertation will present the field material you produced, and of the ways in which this inquiry makes it possible to (1) describe a situation and its stakes, (2) discuss opportunities for design: possibly problems and needs, but also opportunities, new questions, even original theoretical concepts, or more broadly the social, cultural and political implications of the phenomenon you considered.

MD Masters Thesis : Dissertation

- **Presenting your field research obviously involves writing a text, but you should also use your design skills in order to enrich your manuscript with data visualization, photographs, observational sketches, maps, objects rendering observations.**

MD Masters Thesis : Dissertation

- While the dissertation generally corresponds to a printed document, it is also possible to explore digital and on-line formats (podcast, interactive narrative, website with interactive features, etc.). Similarly, writing a textual dissertation can also take singular forms (narrative with a more or less important visual component, visual essay, commented lexicon, etc.).

MD Masters Thesis : Dissertation

- **The conclusion of the dissertation should offer a synthesis of the work, but also present three ideas for practical projects to be carried out in the second semester. These intentions should be discussed in the light of the investigation you carried out and the observations and findings presented in the dissertation.**

MD Masters Thesis : Basics

Do not use these AI tools to write all or entire passages of your work (your personal reasoning must remain at the heart of what you produce).

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