

LEADER

DISSERTATION

LEAVE

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Important dates to remember:

BRIEF SET:

Wednesday 4th October 2017

DEADLINE FOR DISSERTATION HAND-IN:

Wednesday, 13th December 2017

FEEDBACK:

Wednesday, 31st January 2018

AIMS of this session:

- 1. To introduce the Module**
- 2. To explain the learning outcomes and Assignment Specifications**
- 3. The role of the supervisor**
- 4. To get students to **re-visit** and **revalue** their summer work**

AIMS of this session:

Learning outcomes

1. Critically analyse information and experiences, formulate independent judgments, and articulate reasoned arguments through reflection, review, and evaluation in either written or visual forms.
2. Source, navigate, select, retrieve, evaluate, manipulate, and manage information and data from a variety of sources.
3. Anticipate and accommodate change and work within context of ambiguities, uncertainties and unfamiliarity.

AIMS of this session:

Assessment and Feedback

Your presentation will be assessed using the following three criteria:

1. Research & Analysis: Systematic exploration and selection of sources; effective interpretation and evaluation of findings.
4. Subject Knowledge: Understanding and application of concepts and underlying principles associated with the discipline and the specific context of study.
5. Presentation & Communication: Clarity and effectiveness in the deployment of appropriate media to communicate a message relevant to specialist and non-specialist audiences.

Brief

At 5-6000 words, the dissertation is the most substantial piece of self-directed research you will undertake as an undergraduate. It gives you the opportunity to examine, in some detail, a topic of your choice - subject to agreement with your supervisor.

To complete the dissertation, you will:

Define a topic

Identify appropriate source material and carry out the necessary research

Formulate key questions and evaluate and discuss your material

Organise material logically in order to produce a coherent argument

Present, reference and illustrate an argument to a high standard

Brief

Whatever the topic, enquiry must be grounded in ***research***. Books, journal articles, image banks, films, exhibitions/catalogues etc. are the most usual source of information and ideas. What we are looking for is a personal and critical evaluation of the relevant source material. A good argument, thesis or analysis is always supported by evidence.

Guidance

Your contact will consist of a short set of overview lectures about writing the dissertation, and due to the individual nature of your personal practical development, you will also receive one to one tutorials and possibly small group seminars.

Identify your choice of concepts and underlying principles and reflect upon them. Why and how would the solutions/conclusions you may be suggesting work? Think of your chapters as a set of themes to explore on a range of levels. How might what you are writing link to and impact on your practice?

Guidance

Keep a research writing diary and document everything! Use your diary to keep lecture notes and direct your tutorials. After the tutorials use the diary to reflect on key moments of learning and tasks you need to complete. Remember to note down the full Harvard references of all books and other resources you use as it doubles your workload to find them at the end of the process when the deadline is approaching.

***Please note:** You submitted a dissertation proposal at the end of Level 5, however, this cannot be re-submitted in substantially the same form for assessment at level 6. You should re-visit, explore and re-write your proposal with your supervisor, rather than cutting and pasting previously assessed information into your dissertation. If you resubmit previously assessed information this counts as self-plagiarism and you will not receive a mark.

The Role of the Supervisor

1. To offer advice on your Dissertation subject
2. To ensure that you know the 'rules' of this Module
3. To help develop critical analysis
4. Help with written communication skills – but NOT PROOFREAD!
5. Encourage appropriate use and acknowledgement of source materials
6. Advise on professional presentation
7. Give appropriate feedback on the strengths and/or weaknesses of the work

The Role of the Supervisor

REMEMBER: The supervisor will NOT write or proofread your work

REMEMBER: The supervisor is only allowed to see you in specified timeslots. You will need to arrange these with your supervisor.

REMEMBER: DO NOT BE LATE FOR BOTH THE LECTURE OR YOUR SUPERVISION MEETING. TIME IS LIMITED!



**What is a
dissertation?**

WHY?



A hand-drawn word "WHY?" in black ink on a light gray background. The word is written in a simple, slightly irregular font. Above each letter (W, H, Y, and the question mark) and below each letter, there is a red arrow pointing towards the letter. There are six red arrows in total, three above and three below the word. The arrows are drawn in a simple, hand-drawn style.







Research is...
seeing, apprehending,
making sense.

Seeing again?

In French:
Re- adds intensity to a word,
chercier translates to **search**

Re/chercier = To
look/intensively

... and within an
academic, scholarly
world research can help
you to find ethical,
practical and creative
ways to live better.



Noun - Her *research* is interesting

Verb - He *researches* ecological approaches to design

Adjectives - The *research* group worked collaboratively

Participle – What a well *researched* dissertation!

Researching

Looking something up

Gathering what is readily available

Identifying potential clients: 'Market research'

Social surveys or archival investigations: Academic research



How would you define *research*?



Research *into* art;
Research *through* art;
Research *for* art.

(Frayling, 1993/94:5)

The role of *research writing* is not to describe but to allow the act of making.

Writing is a tool for thought



Writing your research is a creative act that resides within knowledge generation.

An exploration of current problems/solutions and question finding for your design context...

The Scientific Method

1660 foundation of the Royal Society.
Given a Royal Charter by Charles II.
Designed a method by which all
experiments could be tested.

4 Evaluate
experiments

1. Generate
hypothesis

The
Scientific
Method
Cycle

3. Perform
experiments

2. Design
experiments

Design Methods

In 1836 a Government School of
Design in London and other
Schools of Design in manufacturing
centres around the country set up
in the style of the mechanics
institute (Frayling, 1990:4).

In Science the role of writing is to communicate experiments
that can be tested and further peer reviewed anywhere.

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Design Methods

1960 & 1970 – Government reports
introduced 'complementary studies'
to DipAD/BA (hons)
- awarded 15% of the total degree
- Students examined, but the mode
of examination is not stated.

Theoretical staff were brought in
from subjects such as Art History,
Linguistics, and the emerging
Cultural Studies.

No writing model exists for
communicating A&D knowledge

In Science the role of writing is to communicate experiments
that can be tested and further peer reviewed anywhere.



Monastic, truth-oriented knowledge

text-based
knowledge for
purpose of
validating /
fortifying
a belief



Crafts-guilds, result-oriented knowledge

task-based
knowledge that
facilitates situated
actions
/judgements

Wood's (2000) epistemological tension between theory + practice

R H E T O R I C A L P H A S E

author



productive
question or
ordinary
idea by the
student



rigorous
researching
+ gathering
into a topic



careful
editing into
plausible
arguments

TEXT



ensuring
clarity /
literacy /
veracity /
form etc.

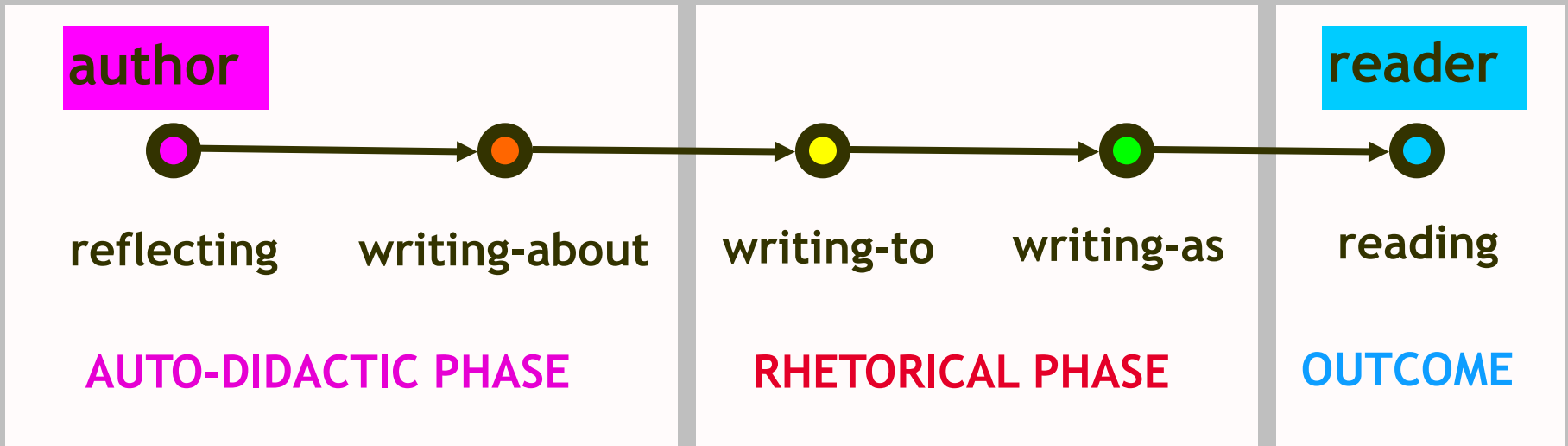


reader

blind marking
by an impartial
reader
(= an unknown
examiner)

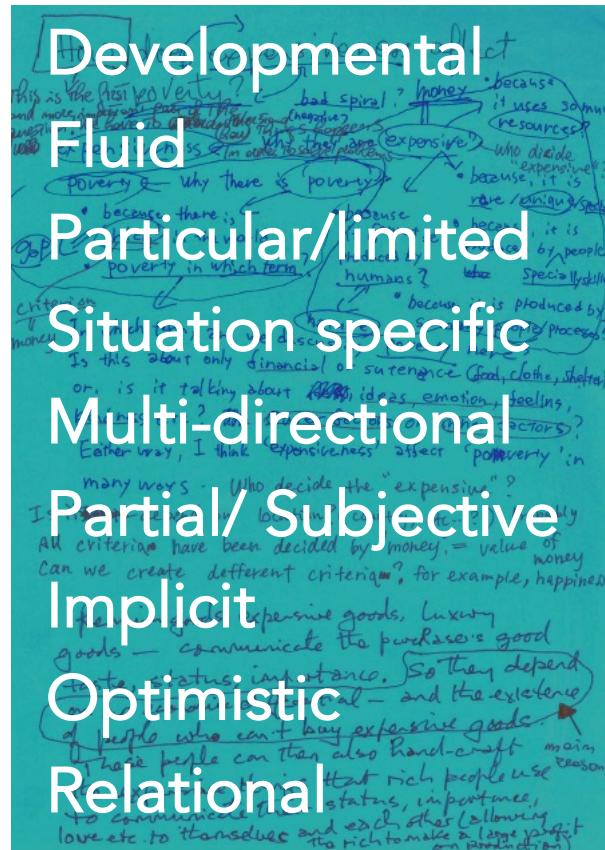


traditional academic approach

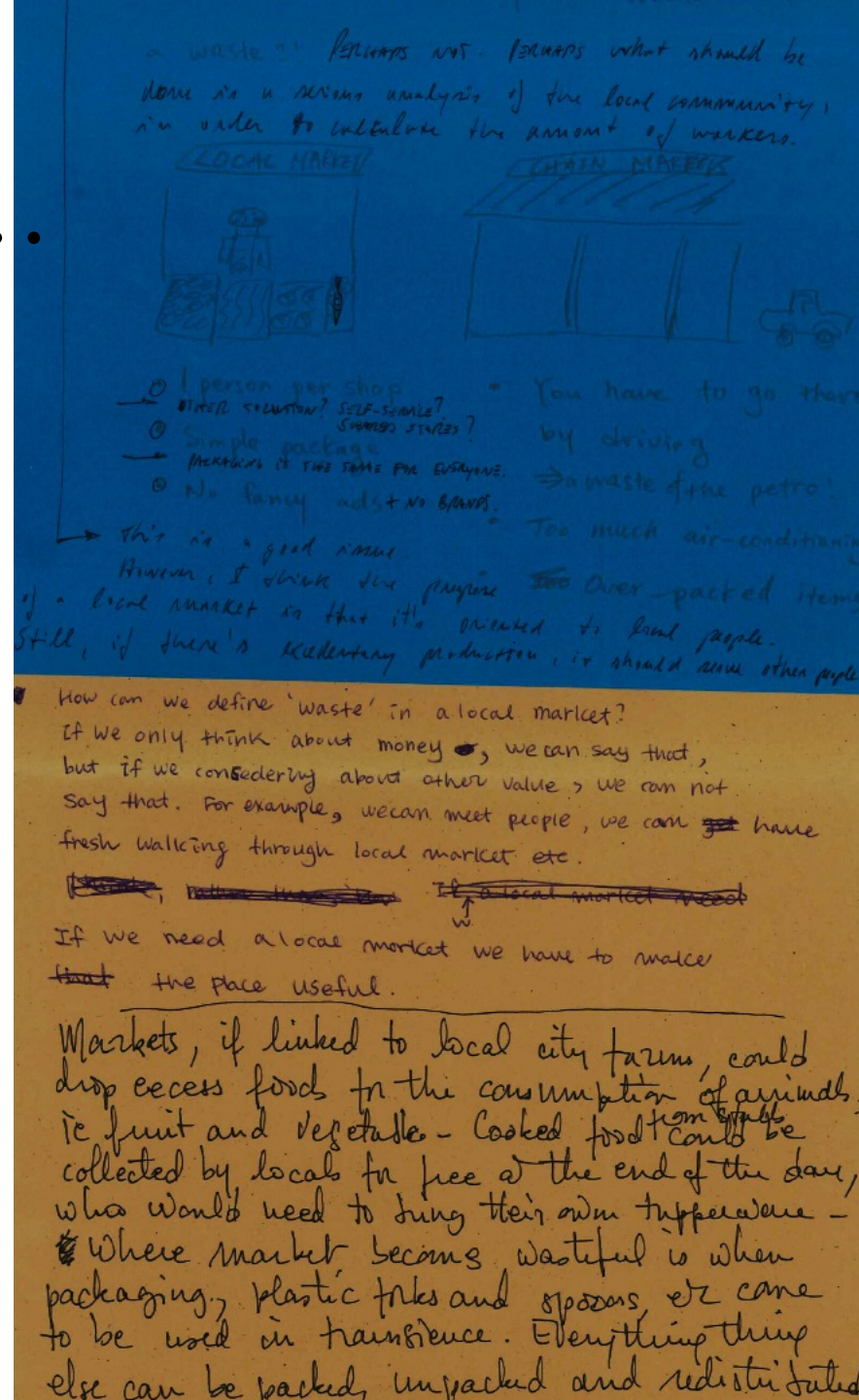


a more author-centred approach

Writing Practice is...



Lockheart & Raein (2012) No one expects the design inquisition. *Journal of Writing in Creative Practice*.



Use maps, diagrams and images to build your ideas ...

a waste = perhaps not. perhaps what should be done is a serious analysis of the local community, in order to calculate the amount of workers.

LOCAL MARKET



CHAIN MARKET



- 1 person per shop
- OTHER QUESTION? SELF-SERVICE? SHOPS STAFF?
- Simple package
- Members of the same for everyone.
- No fancy ads + no brands.

→ This is a good name

However, I think the engine of a local market is that it's needed to find people. Still, if there's redundancy production, it should allow other people.

• You have to go there by driving
⇒ a waste of the petrol
• Too much air-conditioning

Over-packed items

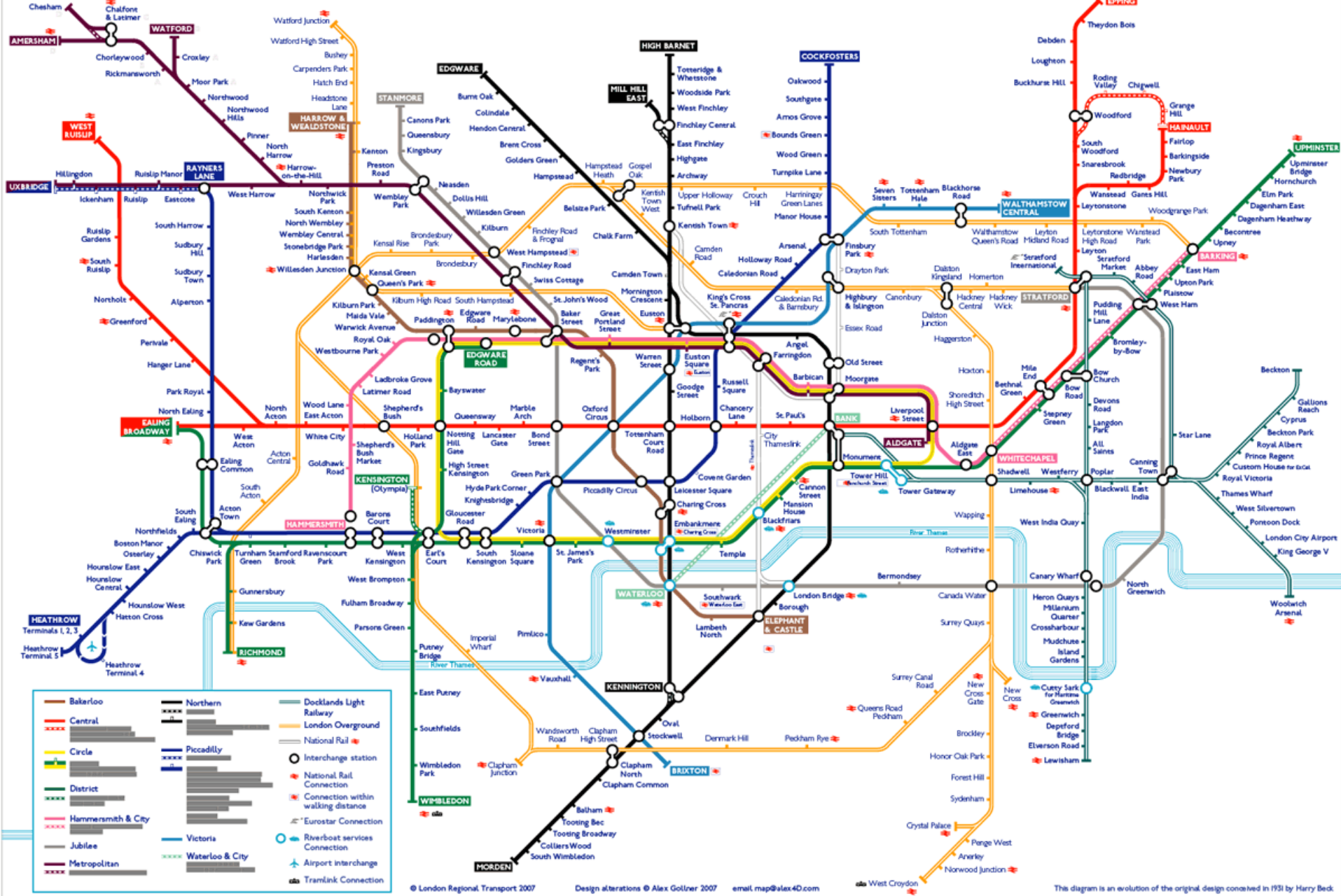
How can we define 'waste' in a local market?

If we only think about money, we can say that, but if we considering about other value, we can not say that. For example, we can meet people, we can have fresh walking through local market etc.

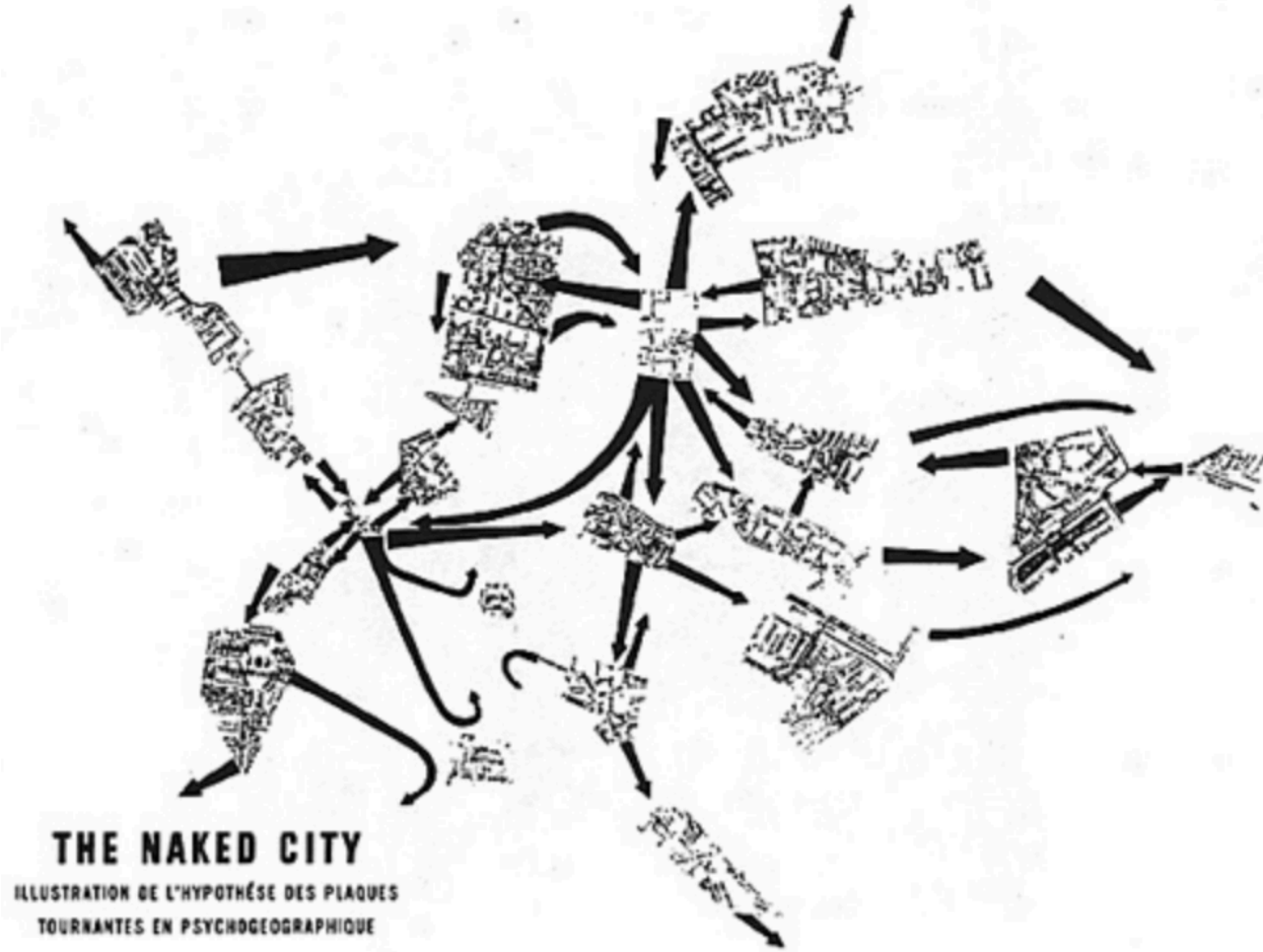
~~If a local market meet~~

If we need a local market we have to make that the place useful.

Markets, if linked to local city farms, could drop excess food for the consumption of animals. i.e. fruit and vegetable - Cooked food could be collected by locals for free at the end of the day, who would need to bring their own tupperware - Where market becomes wasteful is when packaging, plastic forks and spoons, etc came to be used in transience. Everything thing else can be packed, unpacked and redistributed

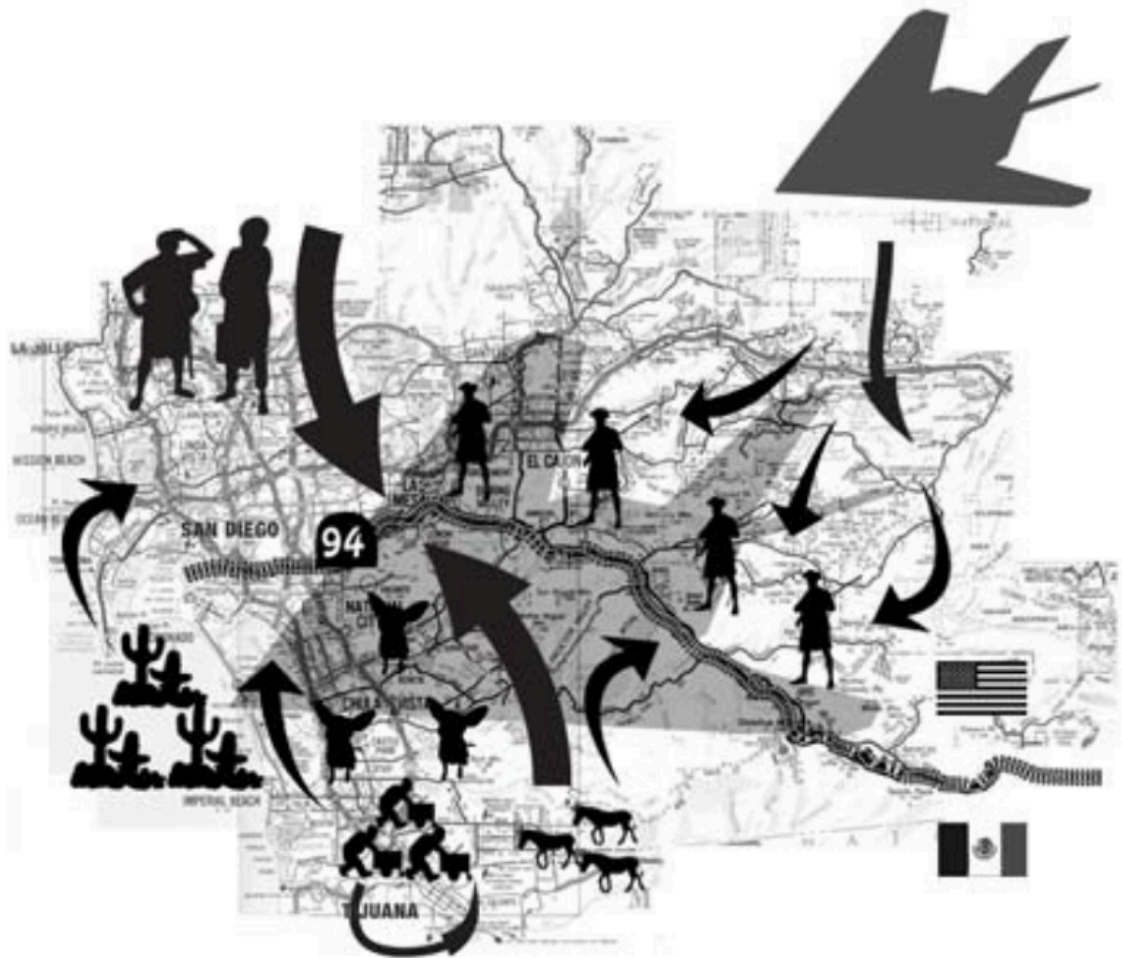


... the process of devising whole systems or environments



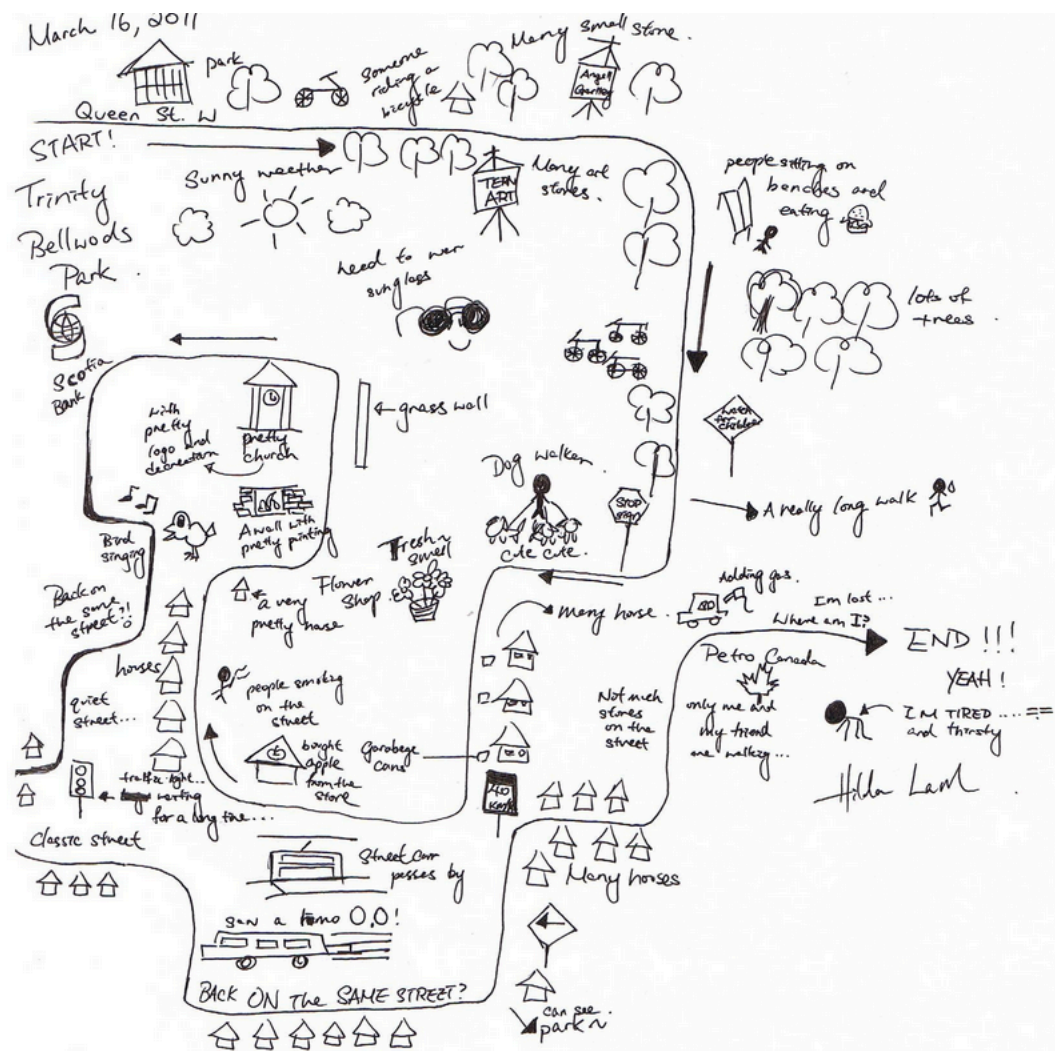
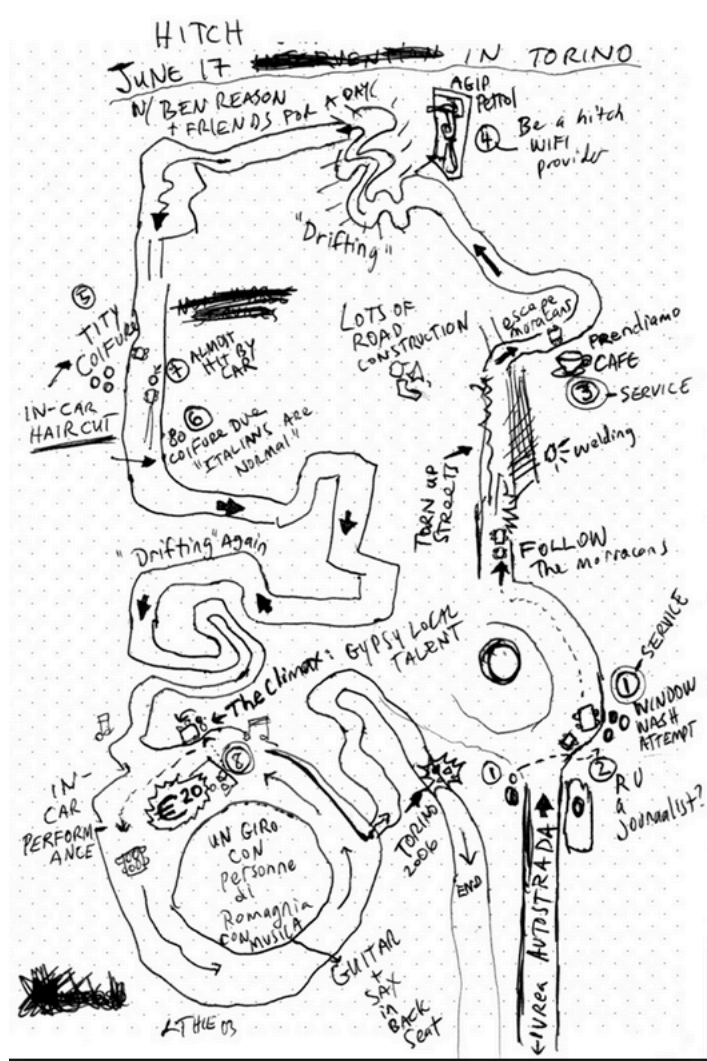
“The map is not the territory”

(Korzybski / Borges)



Psycho-geographic map of the San Diego/Tijuana Border region.

Psycho-geographic maps identify the psychological space you encounter



Psycho-geographies encourage you to highlight the most meaningful aspects of a journey

Designerly ways of knowing – Nigel Cross (1982)

Design is a third area of knowledge and should be taught alongside science and the humanities.

Design is a language and system of codes formed through designers' ability to locate the relationships between the artificial environment and human needs.

Designerly ways of knowing – Nigel Cross (1982)

“Designerly ways of knowing are embodied in these codes” (Cross, 1982:25)

and are manifest as tacit knowledge -

“they know it in the same way that a skilled person ‘knows’ how to perform that skill”
(Cross, 1982:25).

Designerly ways of knowing – Nigel Cross (1982)

- Designers tackle 'ill-defined' problems.
- Their mode of problem-solving is 'solution-focused'.
- Their mode of thinking is 'constructive'.
- They use 'codes' that translate abstract requirements into concrete objects.
- They use these codes to both 'read' and 'write' in 'object languages'.

(Cross,

Design Reasoning

Deductive – based on observational evidence associated with science

Inductive – reasoning derived from general principles that forms arguments associated with philosophy or mathematics

Abductive – manifesting objects that do not yet exist. Can't be derived from general principles and cannot be observed in the world focused on finding solutions to problems we find in the world.

ill-defined problems (Cross, 1982, Buchanan, 1992)

wicked problems (Rittel and Webber, date)

solution-focused (Cross, 1982)

requires

sensemaking (Weick, 2007)

communities of practice (Wenger et al, 2002).

Design Writing is...

Developmental

Fluid

Particular/limited

Situation specific

Multi-directional

Partial/ Subjective

Implicit

Optimistic

Relational

Lockheart & Raein (2012) No one expects the design inquisition. *Journal of Writing in Creative Practice*.

a waste? Perhaps not. Perhaps what should be done is a serious analysis of the local community, in order to calculate the amount of workers.

LOCAL MARKET

CHAIN MARKET

- 1 person per shop
- Other customer? Self-service? Shared staff?
- Simple package
- Members of two teams for everyone.
- No fancy adst no brands.

→ This is a good move.

However, I think the problem is over-packed items of a local market is that it's created to find people. Still, if there's redundancy production, it should serve other people.

How can we define 'waste' in a local market?

If we only think about money, we can say that, but if we considering about other values, we can not say that. For example, we can meet people, we can ~~see~~ have fresh walking through local market etc.

~~There is a local market waste~~

If we need a local market we have to make ~~that~~ the place useful.

Markets, if linked to local city farms, could drop excess food for the consumption of animals. ie fruit and vegetable - Cooked food ^{from people} could be collected by locals for free at the end of the day, who would need to bring their own tupperware - Where market becomes wasteful is when packaging, plastic forks and spoons, etc came to be used in transience. Everything thing else can be packed, unpacked and redistributed.

Dissertation

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Dissertation

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Dissertation

Dissertation

Dissertation

Research Dissertation



THE BUSINESS CHANNEL

Practice Dissertation

So WHY do we have to have a methodology?



Literature Review



What do we already know in the immediate area?

What are the characteristics of *key concepts* or the main arguments and findings?

What are the relationships between these key concepts, arguments and findings?

What are the existing theories?

Where are the inconsistencies?

Any other shortcomings in our knowledge and understandings?

What views need to be (further) tested?

What evidence is lacking, inconclusive, contradictory or too limited?

What contribution can my work be expected to make?

What type of literature is there that you should look at when thinking of your research?



Journal articles
Books
Conferences
Govt. and corp.
reports.

Newspapers
Theses and
Dissertations
Internet
CD-Rom
Magazines

Not
Wikipedia
!



Re-visiting and reevaluating 1

Brainstorming

- Start thinking about the Dissertation process
- Is the topic strong enough?
- Refine your topic

Research

- Why is Research so important?
- How can it be used?

Analysis

- What particular subject is the best to analyse?
- Choices... choices... choices...

Synthesis

- The combining of elements to express ideas
- Analyse research to improve ideas
- Up-date research material

Re-visiting and Revaluating 2

Topic Sentence and Thesis Statement

- Write a topic statement – what is this Dissertation about
- Narrow the topic?
- Write a short paragraph outlining further ideas about the Dissertation

Outline the Dissertation

- Sizeable ‘chunks’ or ‘portions’ within each chapter
- Does it all ‘fit’ and ‘work’ together?

Citations

- These are quotes, reading lists, etc. – to be discussed next week

GET IT STARTED...

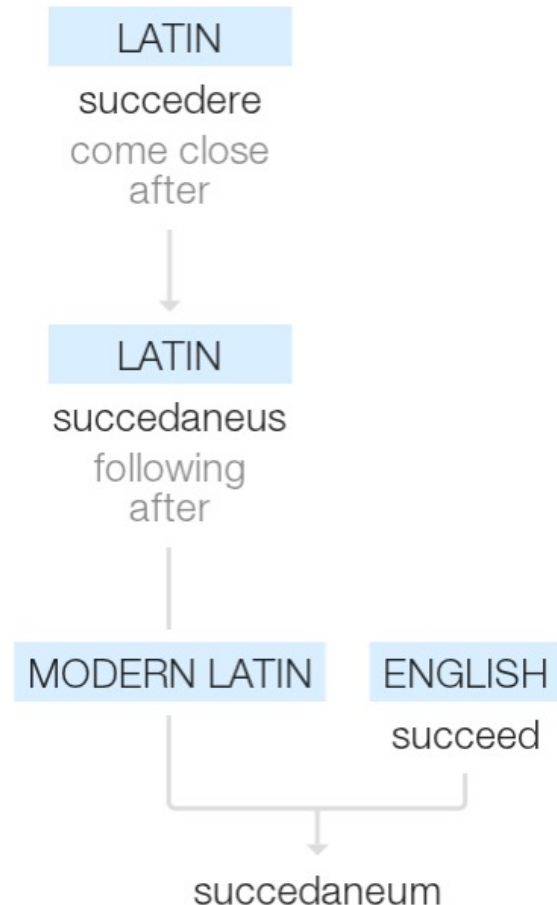
Succedaneum

Take it in turns to explain your dissertation idea and question to your partner.

5 minutes each.

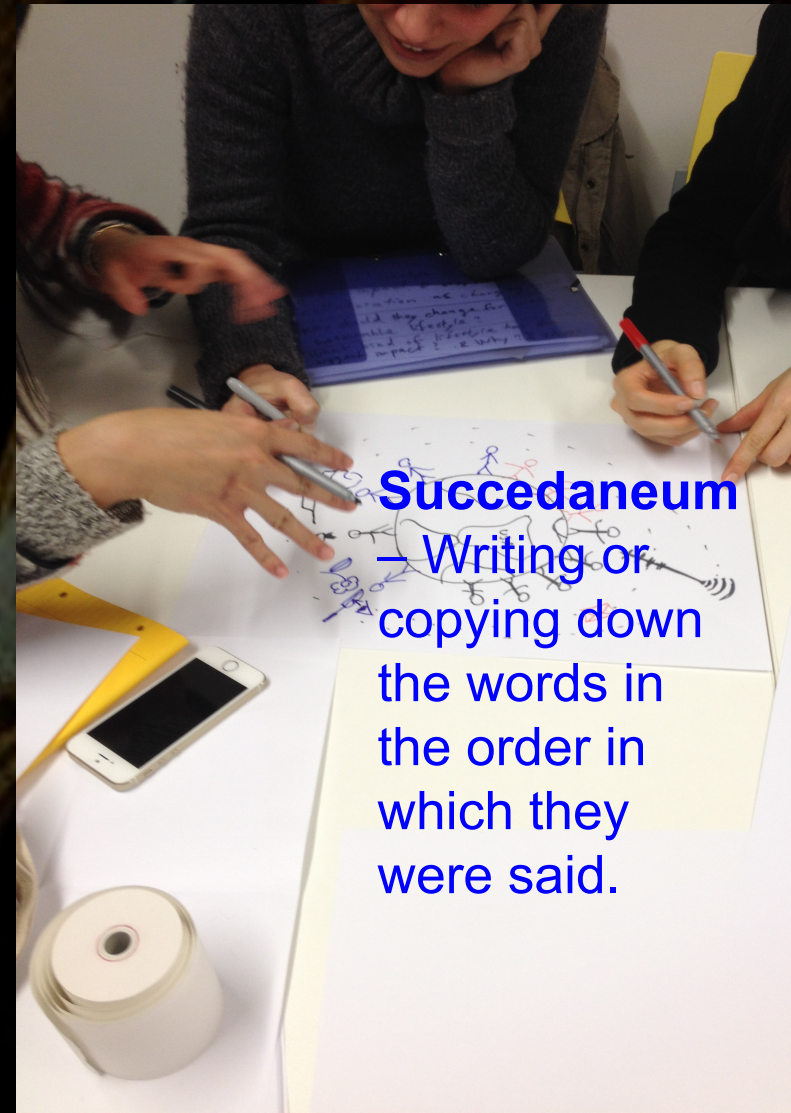
succedaneum

Origin



early 17th century: modern Latin, neuter of Latin *succedaneus* 'following after', from *succedere* 'come close after' (see [succeed](#)).

= succeed



Succedaneum
– Writing or copying down the words in the order in which they were said.

DEADLINE FOR DISSERTATION
HAND-IN:

Wednesday, 13th
December 2017



Questions?