



K₅

E₁

Y₄

W₄

O₁

R₁

D₂

S₁

Practices in Context

K₅ E₁ Y₄ W₄ O₁ R₁ D₂ S₁

Contextual Practices

Level 5

Semester 2

Finding Keywords.

Last semester's submission:
Go through your essay and think about
the key concepts/words that you used.
Could any of them sustain you for 3
months (and beyond)?



Finding
Keywords.



A playful way to start.

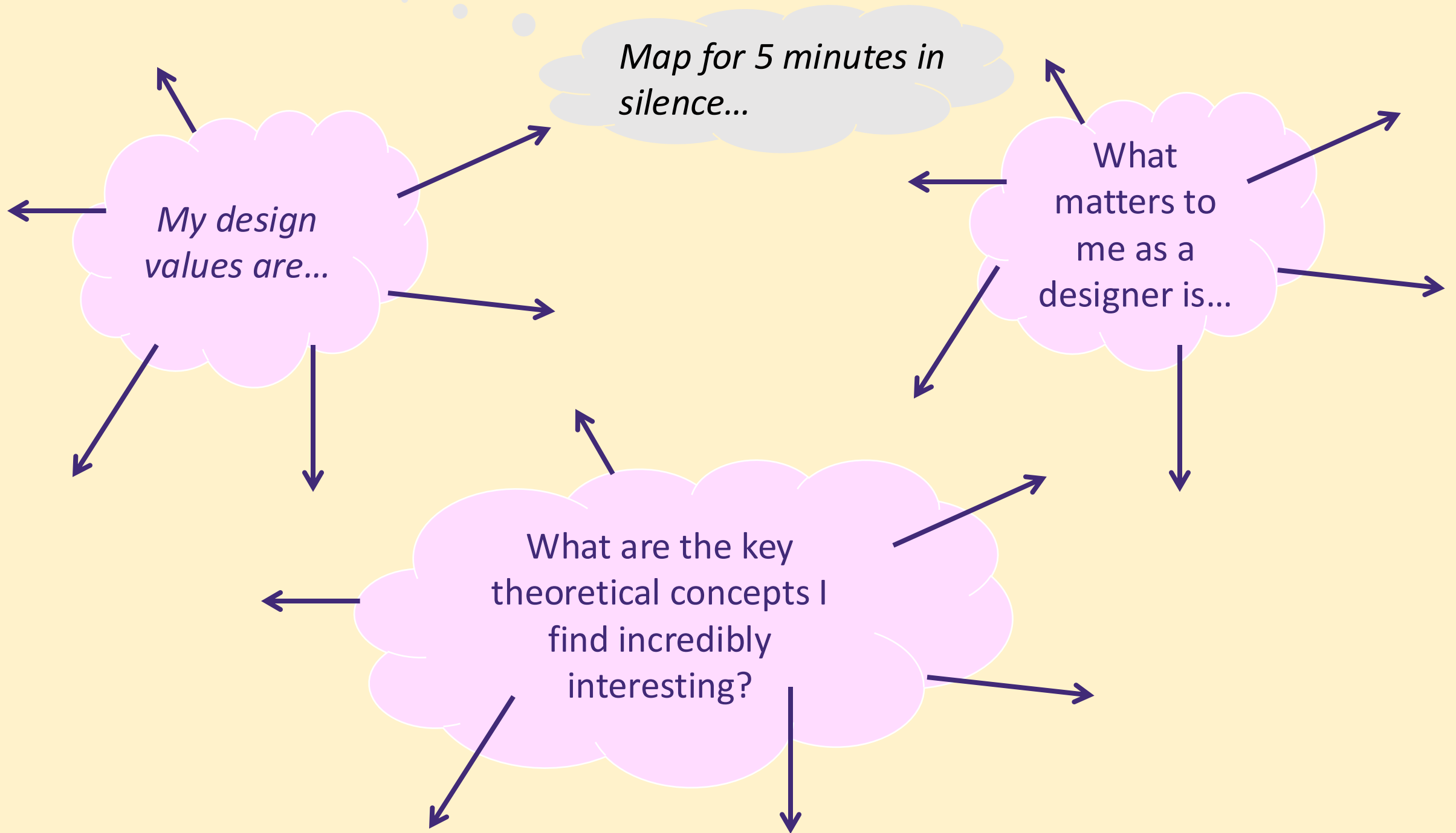
1. Grab a book from your library of books you hope to use for your current research.
2. Let the book fall open to a busy, heavily worded double page spread.
3. Shut your eyes and move your finger across the page to randomly decide on three key words from the double page spread, use a dictionary or thesaurus to help you determine the words, and by doing some word research you will find words unknown to you which could be relevant, and may start you on an interesting journey.
4. Consciously map this journey as you go along, or afterwards, but keep your awareness on your research journey while you are travelling.
5. In the studio photocopy and deconstruct the double pages and reconstruct them into a collage, intermingling the key words.
- 6. Photograph this research for a short show and tell next week.**

Listing & Relisting

- What are your design values?
Quickly list 5
- What matters to you as a designer?
Think of things you would and wouldn't do as a designer.
- What are the key theoretical concepts that you have previously researched?

Quickly list 3





list of values

Accountability
Achievement
Adaptability
Adventure
Altruism
Ambition
Authenticity
Balance
Beauty
Being the best
Belonging
Career
Caring
Collaboration
Commitment
Community
Compassion
Competence
Confidence
Connection

Forgiveness
Freedom
Friendship
Fun
Future generations
Generosity
Giving back
Grace
Gratitude
Growth
Harmony
Health
Home
Honesty
Hope
Humility
Humor
Inclusion
Independence
Initiative
Integrity
Intuition
Job security
Joy
Justice
Kindness

Personal fulfillment
Power
Pride
Recognition
Reliability
Resourcefulness
Respect
Responsibility
Risk taking
Safety
Security
Self-discipline
Self-expression
Self-respect
Serenity
Service
Simplicity
Spirituality
Sportsmanship
Stewardship
Success
Teamwork
Thrift
Time
Tradition
Travel

Connection
Contentment
Contribution
Cooperation
Courage
Creativity
Curiosity
Dignity
Diversity
Environment
Efficiency
Equality
Ethics
Excellence
Fairness
Faith
Family
Financial stability

Kindness
Knowledge
Leadership
Learning
Legacy
Leisure
Love
Loyalty
Making a difference
Nature
Openness
Optimism
Order
Parenting
Patience
Patriotism
Peace
Perseverance

Travel
Trust
Truth
Understanding
Uniqueness
Usefulness
Vision
Vulnerability
Wealth
Well-being
Wholeheartedness
Wisdom

Write your own:

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Keywords and Values

VALUES Exercise

1. On your own, pick the top 10 values that you think are your highest values to you as a person...the top things that you really, really value.

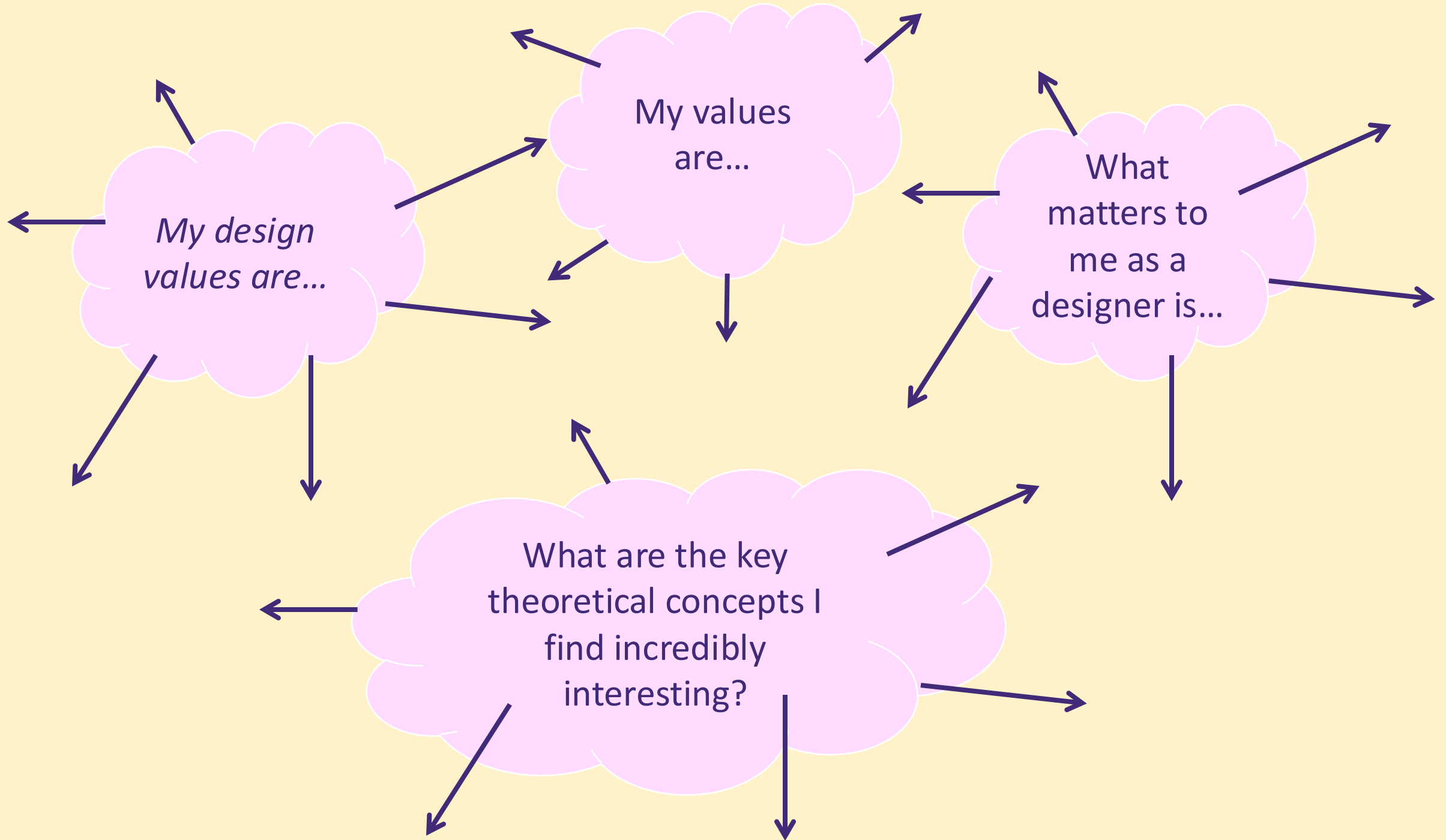
Add them to your map.

list of values

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Teamwork
Thrift
Time
Tradition
Travel



Keywords and Values

VALUES Exercise

2. Now, look back at the design values, and those that are really important to you as a designer or for you within Design and the theoretical concepts you previously listed.

Can you see any relationships or bigger themes that link your values?

4. When you have finished, reduce your choice to your absolute top 3 values choosing one from the first 3 design areas.

Can you show how they overlap?

list of values

Connection
Contentment
Contribution
Cooperation
Courage
Creativity
Curiosity
Dignity
Diversity
Environment
Efficiency
Equality
Ethics
Excellence
Fairness
Faith
Family
Financial stability

Kindness
Knowledge
Leadership
Learning
Legacy
Leisure
Love
Loyalty
Making a difference
Nature
Openness
Optimism
Order
Parenting
Patience
Patriotism
Peace
Perseverance

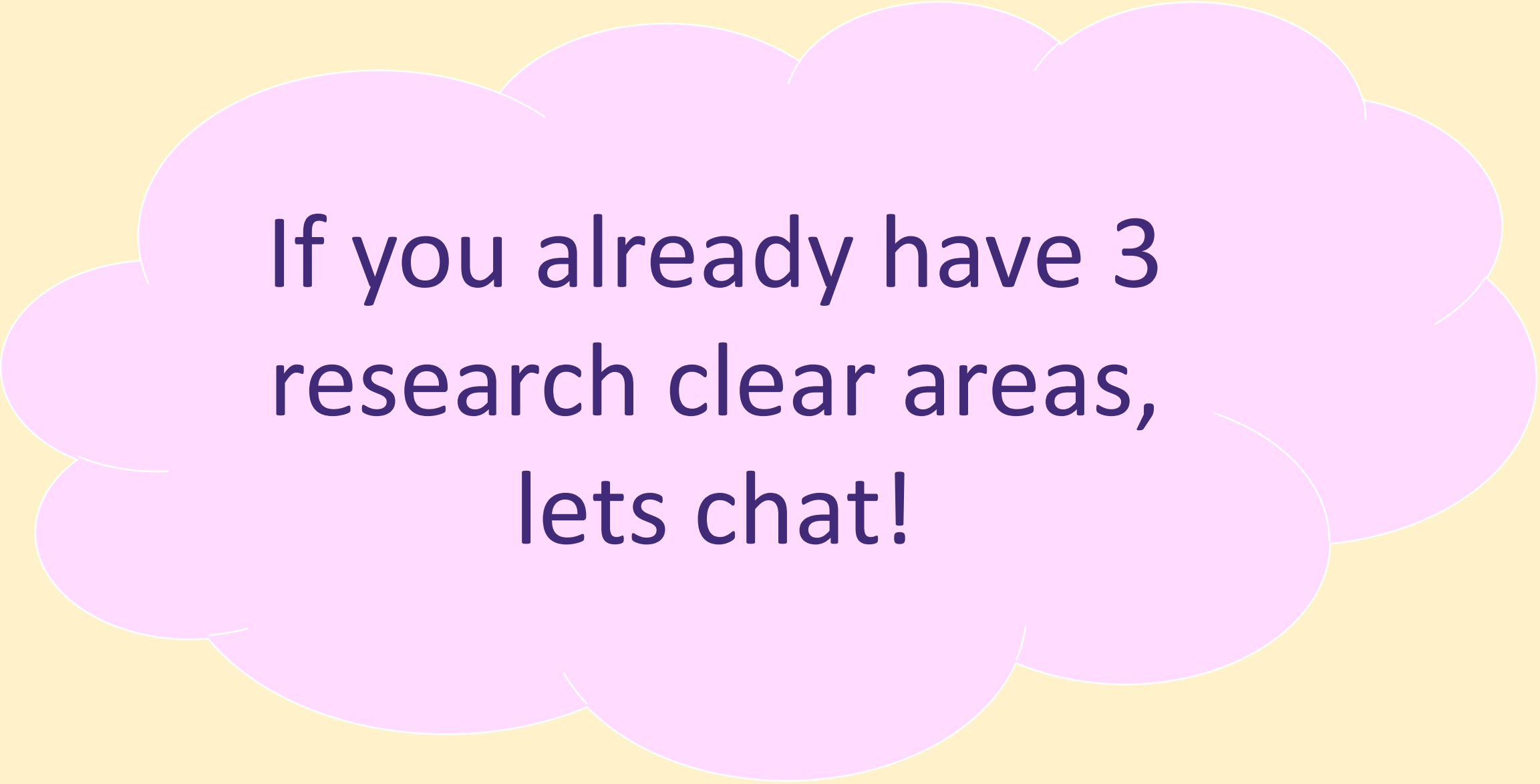
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Truth
Understanding
Uniqueness
Usefulness
Vision
Vulnerability
Wealth
Well-being
Wholeheartedness
Wisdom

Write your own:

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Keep reiterating this exercise until you are sure you have found your **three distinct research areas**, underpinned by your design values, what matters to you as a designer, and the most interesting theoretical concepts you have found.



If you already have 3
research clear areas,
lets chat!

Next task:
reiterate these mapping tasks until
you find your 3 areas of interest