

**Master's Program in Integrated Design**  
**Faculty of Design**  
**HIT Holon Institute Technology**  
**Head: Dr. Dror K. Levi**

**Synopsis**

**A /// Teaching manner: Seminars**

**Course number:** 37005

**Course title in English:** Seminar in design language – Visual Culture and Spatial Studies

**Name of the lecturer:** Dr. Dror K. Levi

**Content:**

The course will deal with the historical and material conditions underlying the movement of replacing the linguistic logic, dependent on chronological time, with a visual and spatial paradigm that enables the existence of simultaneity. This process of spatializing the culture has fundamentally altered traditional visual areas such as art, theatre, photography, cinema, television, architecture, etc. It has established new fields of research called today Visual Culture or Spatial Studies. During the course we will discuss various “scopic regimes” in different historical contexts. The course will show how new developments in the technology of reproduction in the 20<sup>th</sup> century have prepared for the Visual turning point, bringing forth a major change in concepts of space, time and matter, economy laws and cultural patterns, thus creating new relationships between vision and speech and between image and word.

**Course number:** 37006

**Course title in English:** Introduction to Complex Systems and Urban Ecology

**Name of the lecturer:** Sayfan G. Borghini

**Course Objectives:**

Overview of complex systems theories and applications to design and to urban ecosystems – aims to bring a different perspective in understanding the dynamics of human-natural systems.

**Content:**

The goal of the course is to offer an accessible introduction to basic concepts and ideas developed in complexity sciences, and explore few of the more interesting adaptive systems known to date. Cities, social networks, climate, financial markets, human brain and consciousness, are few examples of complex systems whose study is upturning fundamental assumptions of current worldviews.

In particular urbanizing ecosystems are one of the fastest developing phenomena of this century.

Providing an integrated frame of thought, in order to better understand the interactions at play, is the aim towards which complexity paradigms are introduced during the course.

The discussion will invite students to reconsider through the acquired perspectives some of the critical correlations throughout the design process. It is an area of growing interest and insight, which provides a vital corridor to the future role of Design in confronting the challenges of a human-dominated world.

**Course number:** 37007

**Course title in English:** design and innovation management

**Name of the lecturer:** Eli Jacobson

**Content:**

Provide participants with the knowledge of, creativity and innovation based process management. The course goes through steps, which a creative process manager is likely to go through. Acquaintances with professionals who will assist him along the way, goals/ competition examination, business models and Strategic Course of Action.

**Course number:** 37008

**Course title in English:** Research and forecasting future technological systems seminar

**Name of the lecturer:** Dr. Sera Greenberg

**Content:**

- Developing students' skills and knowledge, using cognitive mechanisms for designing advanced systems and analysis.
- Developing forecasting skills to facilitate future technological systems design.

**Course number:** 37004

**Course title in English:** Research Methods in Design

**Name of the lecturer:** Dr. Cornel Lustig

**Course Objectives:**

- Exposure to the principles of research methods with an emphasis on formulating hypotheses, data collection methods, content analysis, hypothesis testing, and decision making.
- Provide students with knowledge and tools to improve and deepen their professional work.
- Develop the ability to perform exploratory studies.
- Develop comprehension and critical evaluation of research.

**B /// Teaching manner: Design Labs**

**Course number:** 37011

**Course title in English:** Integrated design Lab 1

**Name of the lecturer:** Dr. Yael Eylat van Essen, Danny Lavie, Lia Chitayat

**Course Description:**

The first designing lab of the postgraduate degree in Combined Design will introduce the students to the concept of the design as a strategy for opinion-based intervention, in the private and public living spheres, and will be based on a combination of different disciplines within, and without of the design field of study. As such, it will examine the design process as both a global and local activity, in its political, sociological, economic, educational and esthetical contexts.

It will offer to "rethink design" by expanding the relation to the act of designing in systemic categories, creating feasible conditions for various appearances of its objects, and examining the different possibilities of interactions derived from them.

In addition, the course will introduce a variety of methodological and creative practices, such as mapping, tracing, diagrammatic analysis, scenario use for planning, and morphological and parametric thinking. Throughout the course projects will be exercised in teams, combined of students from various disciplines.

**Course number:** 37012

**Course title in English:** Integrated design Lab 2

**Name of the lecturer:** Sigal Barnir, Eitan Bartal, Michal Rinott

**Course Description:**

The urban space is a platform of interactions that create and design the sense of the city. The biological virus has the capacity to penetrate a system and alter it from within. The "Virus in the City" design lab stems from the idea that the act of design has the capacity to generate a "viral" change in the urban space. The design act from a "viral point of view" is a critical act that challenges the hegemonic order of things. The lab will investigate the mutual relations between the physical and the social in the city and their implications. The lab will also investigate the process of design as a tool for initiation of new environments and new relations in public space, and its capacity to act as a catalyst of transformations in the city.

**Course number:** 37013

**Course title in English:** Integrated design Lab 3

**Name of the lecturer:** Dr. Dror K. Levi, Dr. Sayfan G. Borghini. Reuven Givati

**Course Description:**

Integrated Design Lab 3 enquires and implements various aspects of the biomimetic model – Design inspired by biosystems as an interdisciplinary, theoretical and practical field. This model seeks to find effective and sustainable solutions to problems of design and technology by studying and imitating forms, processes and ecosystems in nature. The biomimetic model crosses fields such as bionic engineering and robotics; energy wise systems; artificial propulsion; architecture and environmental design; advanced sensors and signal processing; bio-inspired materials and structures; textiles (medical/technical/fashion); medicine (prosthetics and orthotics); agriculture and permaculture, as well as visual art and sound art. Some of these areas will be introduced and discussed in the Lab.

**C /// Teaching manner: Studios**

**Course number:** 37063

**Course title in English:** Design, interaction and the human experience

**Name of the lecturer:** Michal Rinott, Shachar Gieger

**Course Description:**

The course examines, with an open, curious and critical approach, the impact that new and emerging technologies have on the human experience. We will focus on the intersection point between people and technology: the interaction. Human-centered research methods, a critical design approach and hands-on design will be used to present alternatives that reflects our beliefs about current and future interactions in a selected domain.

**Course number:** 37067

**Course title in English:** Stretching the limits of materials and manufacturing technologies

**Name of the lecturer:** Galina Arbeli

**Course Description:**

- This course will look for a meeting point between methods, materials and different production technologies. We as designers will ask questions and explore the boundaries of material, technology and workmanship.
- How can we challenge the limits of the familiar materials and technology? How to dismantle the known and familiar ingredients and assemble them in a different way? Is there a secret ingredient that makes the change?
- We will enquire into different forms of stretching the limits, from everyday materials through processing and manufacturing technologies that are known and available, to advanced technologies that are currently the state of the art in the design world.

**Course number:** 37066

**Course title in English:** psychological aspects in object design

**Name of the lecturer:** Ayelet Gundar

**Course Objectives:**

The purpose of the course is to explore the psychological and narrative aspects of design. The main assumption is that the designer's materials are not only made of physical materials, but also out of mental materials – thoughts, dreams, fantasies. It is the meeting of the minds that creates a new meaning, not just the meeting of concrete objects. The cultural background of the client, his needs, dreams and fears, all affects the task of design in many different ways. From the other side stands the designer, with his own needs, dreams, fears and agenda. In the middle is the cultural-social zone, everyday life. This zone penetrates into the designing process, but also affected by it. The designed object constructs the mental consciousness, just as the mind constructs the designed object.

**Course number:** 37062

**Course title in English:** Design through language, text and interaction

**Name of the lecturer:** Dr. Daniil Umanski

**Course Description:**

This studio course offers a practical exploration of the growing field of generative design through the medium of language and text. It introduces students to concepts, tools and computational techniques for the creation of expressive language-based design works, as well as it stimulates students to utilize the literary medium to reflect on the society and the self in a new meaningful way. The course will demonstrate intriguing examples of interactive design in the domain of digital literature, as well as invite students to experience programming as a design practice. The course seeks to sharpen conceptual, aesthetic as well as technical skills in order to allow degrees of freedom for creative expression through the literary medium

**Course number:** 37021

**Course title in English:** Advanced Issues in Spatial Design

**Name of the lecturer:** Dr. Yael Eylat van Essen

**Course Objectives:**

The general purpose of this workshop is to develop a research methodology concerning a central issue in design, while applying a critical approach towards it. This year's workshop will focus on the topic of "Collaborative Design", which is a central issue in contemporary design discourse. This workshop will lay the ground for a curatorial concept for an exhibition which is expected to take place in the Research Gallery of the graduate program in Integrated Design in the academic year 2014-2015. Therefore, this workshop will introduce the students to basic concepts of the curatorial practice, theoretically and practically.

**D /// Teaching manner: Courses**

**Course number:** 37033

**Course title in English:** Representation, language and reality in the screen media

**Name of the lecturer:** Dr. Noam Yoran

**Course Objectives:**

The course explores concepts and theories for the understanding of the relations between reality and the screen, mainly as regards television and the Internet, with a quick look on film. We will learn both about the ways in which reality is mediated by screens, and about the social reality of the media themselves.

**Course number:** 37036

**Course title in English:** Design for Sustainability

**Name of the lecturer:** Adital Ela

**Course Objectives:**

- Introduction to the state of the art body of knowledge in the area of design for sustainability.
- Gaining experience in developing a multidisciplinary design project within a concrete context.
- Developing a design strategy \ concept with social and or environmental added values for a given challenge.

**Course number:** 37031

**Course title in English:** Issues in Aesthetics and Art

**Name of the lecturer:** Dr. Efrat Biberman

**Course Description:**

Relational aesthetics is a term coined toward the end of the millennium to express the notion of works of art involved in life itself, as opposed to the familiar modernist conception according to which art functions within a closed discourse that is unique to it. This implies that concepts such as representation, creativity, and artistic handwriting now obtain a new meaning beyond artistic conceptions that emerge from the beginning of the twentieth century.

This aesthetic final chord of the millennium will provide us with a point of departure for examining aesthetic and artistic changes throughout the twentieth century. Ready-made, coincidence, art and language, artistic skills – these are some of the key concepts we will examine through a combination of

theoretical discussion and looking at significant test cases from the world of art. During the course we will read theoretical texts focusing on works of art from diverse media, such as painting, installation, video, and performance that embody the theory but also challenge it.

**Course number:** 37037

**Course title in English:** Individual and Community

**Name of the lecturer:** Dr. Eitan Machter

**Course Objectives:**

The course will examine social and economic concepts as they represented different visual discourse, and will examine the tensions between artistic practice, political opinions, and social and educational contexts of visual culture.

**Content:**

Sociological theories: functionalism, critical theory and de - Constructionism, and their context in the design world and the place of design in preserving the social structure and collective and individual identity.

**Course number:** 37075

**Course title in English:** Identity and Place

**Name of the lecturer:** Sossi Sucary

**Course Objectives:**

The course deals with two major issues of the modern world that cannot be separated – Identity and Place. In this course we will think the complex identity of the human being in our era and enquire the issue of the place. To do this in a deep and comprehensive manner we will analyze all the issues that stand in the center of this topics: freedom, consciousness, equality, language, authenticity.

**F /// Final project**

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