DESIGN FUNDAMENTAL-THE NARRATIVE SPIRIT AND PRACTICE IN SELF-EXPLORATION

AUTHORS

Associate professor Li-Ting Huang
Shih-chien University, Taipei, Taiwan
liting@g2.usc.edu.tw

KEYWORDS

Narrative Therapy, Self-Exploration, Design Fundamental

ABSTRACT

The 2008 financial crisis had a catastrophic impact on the global economy and challenged all aspects of the economic system. However, since the British government introduced the concept of the 'creative industries' in 1997, this sector had doubled their scale in 2008 and became the 2th biggest sector, second only to the financial industry in the UK. The 'creative' economy has become new focus worldwide. In 2002 Taiwanese government followed the global trend and set up related policies to cultivate its cultural and creative industries. Keywords such as 'cultures and creativity,' 'creative industries' are focused in varies policies. It also influences the cultivation of the corresponding human resource. There were a great number of undergraduate departments and programs set up to facilitate the growing demand of the creative industries. That also changed the core value of design education, focusing more on the industrial and economic aspects.

However, how to inspire and stimulate students' creativity should be the core value of the design education, rather than emphasizing only on how to apply their creativity into product design. Creators' unique personalities should be the essence of creating. The research of how to apply their personalities into their creation is fundamental. Therefore, the guidance of the creativity process is crucial and fundamental. According to feedbacks and my own reflection on the module of foundations of creation for the freshmen, this project attempts to identify the core value of design education.

This research project will focus on the teaching initial stage of Design Method. Applying the concept and methods of the psychology's 'narrative therapy', this project will discuss and review the importance of the 'self-exploration' on Design Fundamental course. I will also compile the existing case studies and lesson plans for future course development. It can be a useful resource for the 'Design Fundamental' course of the fashion design education.