

## WHAT IS A MINOR?

Minors are specialized design courses developed as part of the curriculum to deepen your expertise, widen your perspective and explore your position and approach as a designer. During a minor, you focus on a specific and given theme, subject, material or method while simultaneously creating your own personal design journey.

You work with a multidisciplinary team of mentors existing of:

1. an expert designer
2. a skilled craftsman/woman
3. a theoretician /expert in a specific field of knowledge /research (guest lecturers are invited for additional expertise)

Minors include different types of learning and teaching: lectures, workshops, discussions, feedback and hands on learning, both in groups or individually.

All minors include the total design process:

1. design process: research, concept development & the translation of concept into form, material and realization
2. design skills & crafts
3. (design)theory, research & contextualisation

## GENERAL INFORMATION

The programme consists of 5 minors.

All minors are fulltime: ca. 3 days of classes and ca. 2 days of working on assignments (self-study). A total minor is 30 ECTS.

A minor might have a (inter)national fieldtrip of one or two weeks.

Furthermore, all programmes relate to current developments:

1. digital/virtual and analogue/physical developments in the specific field they are addressing
2. the circular society
3. attention to presentation of your work:
  - a. presentation of research by (visual) 'storytelling' as means of expression,
  - b. curating an exhibition,
  - c. and writing and/or visualising an essay.

There is possibility that classes will take place outside of Design Academy Eindhoven in a location 5 minutes walk from the academy. Students will have access to this location during the week. When needed we collaborate with specialized workshops within Eindhoven or in the vicinity.

*The contents of these minor programmes is subject to change.*

## **SCIENCE-FRICTION | exploring and building speculative devices**

You don't need to be an engineer or a nerd to join this minor, but you should certainly not be afraid to dive into technology. Also it is essential that you dare to be critical, to stretch your imagination, to visualize your ideas and to get your hands 'dirty' building physical prototypes.

This minor takes a critical insight look at the hype around emerging technologies. Emerging technologies are often presented with a vision of a bright, promising future; they will change the world and our lives for the better. Under the guise of technological progression, this illuminating vision persuades us to become interactors in an ever-expanding spectacle of better, faster and smarter. The question is, what remains of this promise when you approach these new technologies from another angle and take them, literally, apart? Do these technologies live up to the promise that has been made and to the expectations that have been created? Are these technologies truly creating a future as bright as promised? This minor focuses on speculative design and speculative technologies. It takes a critical approach, yet our method will be practical, hands on. You will learn how to dissect and challenge our current interactions with all sorts of technologies. You will create and visualize new scenarios of how we use devices. You will learn how to build working prototypes for your future products. And ultimately you will learn how to let people experience an alternative vision on technology.

## **REFRAMING TEXTILES | unravel your vision**

The textile industry is, second to oil, the most polluting industry in the world. In this minor we look at textiles with a perspective toward the future, in which we are required to reinvent our methods of production, consumption, and use, as well as our aesthetics. What are the responsibilities and opportunities for the designer in this context?

Bridging research, experiment, debate, and design, we will introduce you to a wide spectrum of techniques and materials, both traditional and new. Besides exploring materials (traditional fibres, natural/synthetic, bio-materials, wearable tech, etc.) and techniques (weaving, knitting, dyeing, printing, laser cutting, etc.), the focus of this minor will also be on engaging with the outside world through collaborations with the Textile Museum in Tilburg, a textile recycling company, and textile innovation centres.

Students with social awareness and a critical attitude towards conventions will benefit most from this minor. A fascination for textiles and related materials and techniques is required, as well as the ambition to engage with both the aesthetical and the ethical facets of production.

## **RADICAL ECOLOGIES | you are in my system**

The World Economic Forum expects robots -in the realm of 3D printing, biotech and nanotechnology- to replace over five million human jobs by 2020. Yet, in countries such as India, human driven systems of mind-boggling scale and precision demonstrate that technology does not necessarily permeate every aspect of our lives. In Mumbai for instance, some 200.000 home-cooked meals are transported, delivering hot food directly from the workers home to work. Considering such examples, how might we as designers operate within complex systems to design meaningful human centred experiences? In Radical Ecologies, we will embark on a design research journey, focused on system design.

You will select and dive into an existing complex system and conduct in-depth research into how its component tools, workers, products, services and systems interrelate. Observing existing analogue and technological systems, you will build your own unique visions for the future, learning where and how to position yourselves as a designer. Throughout, your most important question will be: where is the human in such systems?

From the start, you will be introduced to a variety of design research methodologies and tools including ethnographic and documentary research, critical research, visual analyses and futuring / future thinking.

## **CERAMIC PROPERTIES & POTENTIALS | clay stories - exploring material potential**

In this minor, you will be challenged to explore the relationship between the various capabilities of ceramics as a material as well as the role ceramics play in our daily lives. How can designers find meaningful applications, approaches and perspectives and provoke more sustainable encounters with ceramics? The material has many unseen potentials. It can take on manifold sizes and varies widely in its material properties.

You will explore the nature of ceramics and its still evolving possibilities: the materiality, tactility, structure, composition, utilization and the production process (moulding, turning, glazing and surface treatment, texturing, firing). And you will connect them to your personal interest and theme alternating between hands on workshops, like casting, moulding, injecting and dipping, design classes and theoretical classes. You choose your field of interest, start working from a concept and learn from freedom. What is the story you want give form and from which perspective?

We will work in a specialized ceramics facility and workshop in Eindhoven - outside DAE- and collaborate with a museum with a wide ceramics and design collection. Basic knowledge of and experience with ceramics is a pre, but not obligatory. We do expect an open- and positive critical mind and are looking forward to motivated students who are in to challenge themselves.

## **LOST & FOUND | exploring visual language as medium and tool**

Over the last years during your design studies, you have collected many images, materials and objects; you could call this your personal archive. Using these seemingly lost bits and pieces and linking those to the richness of the archives and collections of several Dutch institutes - new meaning can be found. In the process of doing this, you will be able to create new work and new imagery.

Through studying and understanding the photographic image, studying the state and behaviour of objects in space and exploring different ways of sequencing and editing within an essayistic structure, you will further develop your vocabulary and visual grammar.

From three different perspectives (visual artist, graphic designer and researcher/ editor) you will explore, hands on, the potential of your personal images and objects, work with typography, build an installation and create your visual story. Collectively we will create a book on the program.