



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Interior Design

Level: UG

Branch: BID

Course / Subject Code : 2X65106

Course / Subject Name : Ethnography in Design

w. e. f. Academic Year:	2024-2025
Semester:	6
Category of the Course:	Elective

<b>Prerequisite:</b>	It's an introductory course so there are no prerequisites as such.
<b>Rationale:</b>	<ul style="list-style-type: none"><li>Understanding the role of Ethnography in a Design process and how it aids to comprehend the needs, behaviours, and cultural contexts of people in designed spaces.</li><li>Design Ethnography focuses on observation, participation, and interaction tools, which are vital for creating human-centred, culturally sensitive design solutions.</li></ul>

## Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
0	1	1	2	NA	50	50	NA	100

## Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	<b>Unit 1: Introduction to Ethnography and its Relevance</b> Foundational overview of Ethnography. Understanding Ethnography i.e. studying people and cultures in their natural environments and its importance in design processes. Highlighting the importance of designing with inclusivity and respect for diverse cultural practices.	8	20
2.	<b>Unit 2: Applications of Ethnography in Design Process</b> Basic Ethnographic tools. Different observation techniques, such as passive observation versus participatory observation. Ethnographic interviews, Spatial mapping and surveys which help in visualising people move through. Ethnographic research tools which help in understanding insights about users' needs, cultural habits, spatial flow, lighting, materials, etc.	14	50



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3.	<b>Unit 3: Ethnography in Practice.</b> Involvement of ethnography in Industry through real world examples. Ethnographic insights translating into design strategies. Understanding interdisciplinary teams involved in ethnographic research. Usage of ethnography to track and anticipate future social and cultural trends that can shape the future of the Interior Design field.	10	30
<b>Total</b>		<b>32</b>	<b>100</b>

\*: indicative

## References/Suggested Learning Resources:

### (a) Books:

1. "Ethnography for Designers" by Galen Cranz
2. "Designing for People: An Introduction to Human Factors in Design" by John D. Lee and Christopher D. Wickens
3. "The Design of Everyday Things" by Don Norman

## Suggested Project List:

- A. Students evaluate their previous design solutions through peer collaboration based on ethnographic insights. They should articulate whether all the user's needs were addressed or not.
- B. Students write reflective reports discussing how ethnographic research informed their design decisions and what they learned about human behaviour and space.

\*- This is suggestive for common purpose. Faculty may decide on this, considering student group and institution philosophy

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