

Department of Design, Tezpur University
Design Course for PhD Students (Semester 1)

L: Lecture, T: Tutorial, P: Laboratory, S: Studio, CH: Contact Hours, CR: Credit

Course Number:	DD-701	L	T	P	S	CH	CR
Course Name:	Design Research – The Qualitative Aspect	4	0	0	1	6	5

Course Objectives:

1. The objective of the course is to introduce and train PhD students to the qualitative approaches, methods, strategies, and techniques for Design Research.

Course Outcomes/Learnings

By the end of this course, students will be able to:

- **CO1** – Plan and conduct experiments and field visits for their design research.
- **CO2** – Select and apply suitable qualitative strategies and techniques in their design research.
- **CO3** – structure and report their research work in the form of a research paper and thesis.

Syllabus:

1. Introduction to Design Research

A brief history of Design Research, Design as a Discipline, Design Research Methodology (DRM) Framework, Design Research Strategies: research for design, research through design, and research about design.

2. Design Research Techniques and Procedures

Systematic literature review; Interviews: types & techniques; Questionnaires; Observation techniques; Participatory methods; Action Research; Cognitive Task Analysis; Mental model elicitation; Contextual inquiry; Needs assessment; Thematic analysis; Think-aloud technique.

3. Research Design

Introduction to Research Design, Components of Research Design, Strategies of Inquiry/Research methodologies: Quantitative, Qualitative and Mixed Methods.

4. Qualitative aspect of Design Research

Designing a qualitative study, five qualitative approaches to inquiry – Narrative research, Phenomenological research, Grounded theory research, Ethnographic research, Case study research.

Textbooks:

- Creswell, John W., and Cheryl N. Poth. *Qualitative inquiry and research design: Choosing among five approaches*. Sage publications, 2016.
- Blessing, Lucienne TM, and Amaresh Chakrabarti. *DRM: A design research methodology*. Springer London, 2009.
- Muratovski, Gjoko. *Research for designers: A guide to methods and practice*. Sage, 2021.

Research paper

- Frankel, Lois, and Martin Racine. "The complex field of research: For design, through design, and about design." (2010).

Reference Books:

- Creswell, John W., and J. David Creswell. *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications, 2017.
- Cross, Nigel. *Designerly Ways of Knowing*. Verlag London Limited: Springer, 2006.
- Koskinen, Ilpo, et al. *Design research through practice: From the lab, field, and showroom*. Elsevier, 2011.
- Lunenfeld, Peter. *Design research: Methods and perspectives*. MIT press, 2003.
- O'Grady, Jenn Visocky, and Ken Visocky O'Grady. *A Designer's Research Manual, Updated and Expanded: Succeed in Design by Knowing Your Clients and Understanding what They Really Need*. Rockport Publishers, 2017.
- Hall, Erika, and Kio Stark. *Just enough research*. New York: A book apart, 2013.
- Kumar, Vijay. *101 design methods: A structured approach for driving innovation in your organization*. John Wiley & Sons, 2012.

Approach:

- Class lectures
- Studio sessions for short individual assignments, group assignments, and/or project work.
- Discussions supported with research papers and case study presentations during the class engagements.

Evaluation Criteria:

- Understanding of the research methods and their analysis through case studies.
- Active participation in class discussions.
- Performance in individual assignments.
- Final submission of classwork and project assignments.
- Evaluation through mid-term and end-term examinations.