

NEW DESIGN EDUCATION IN THE NEXT CENTENARY YEAR

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Design Behavior structured by combining Strategy-led Education and Sensibility-led Education

BAUHAUS INFLUENCED APARTMENT BUILDINGS
PANKYO, SOUTH KOREA (2018)



OBJECTIVES

In 2019, the centenary year of the founding of Bauhaus, we celebrate its significant accomplishments in design discipline both education and practice. However, now with many changes in our world, we need to reconsider the Bauhaus Education system. Based on the rapidly changing recognition of the technological advancements, the sophisticated network of information, and the global economic balance, the Bauhaus Education system (focused on unifying art, craft, and technology) imperfect the needs of the 21st-century design education. Hence, we need to implement a New Design Education system for supporting our discipline in the next centenary year.

CELEBRATING OUR DISCIPLINE

In 1919, Walter Gropius founded the Bauhaus school in Weimar, Germany. The Bauhaus elevated design education and designs by educating students with new ideas and skills. Bauhaus education focused on unifying art, craft, and technology and Bauhaus curriculum reflected a pragmatic approach to integrating theory and application. Over history, the design schools from many countries were founded based on the Bauhaus design education and curriculum.

The Bauhaus school was established by the pedagogical and aesthetic ideas of Johannes Itten from 1919 to 1922. Late 1922, Hungarian designer László Moholy-Nagy became a director. Some of the essential instructors of Bauhaus were Swiss painter Paul Klee, Russian painter Wassily Kandinsky, and Russian Constructivist artist and architect El Lissitzky. In April 1933, Bauhaus was closed down by Nazi. The Nazi characterized the Bauhaus as “un-German” and “Communists.” In the 1930s, many instructors and students moved to the Soviet Union, Britain, and the United States. Moholy-Nagy moved to Chicago to become the director of the New Bauhaus in 1937. After closing the New Bauhaus in 1938, Moholy-Nagy opened the School of Design in 1939. The School of Design became the Institute of Design in 1944. In 1949, the Institute of Design became a part of the Illinois Institute of Technology and became the first institution in the United States to offer a Ph.D. in design. In the mid-1930s, Walter Gropius and Marcel Breuer went to teach at the Harvard Graduate School of Design. Their efforts spread the Bauhaus identity to the world.

FACTS

There are three reasons why we need New Design Education. First, designs are evolving around the world. The design is often more important than technology or marketing, and we are pursuing designs with aesthetic marketing to achieve a low failure in the market. Now, design strategies that reflect art, branding, strategy, logic, and consumer behavior have become important. Second, design positioned firmly in the 21st century due to consumer behavior, branding, and technological advances. The design has become a strategic tool for all types of business. In other words, through design, a business can explain innovative user-centric technologies and services, justify consumer needs, and provide product and service experiences. Third, the first generation of Generation Z students admitted to the university in 2018. The characteristics of Gen Z students are that they are exposed to the digital environment from childhood and can have many abilities due to its high learning ability as they actively utilize new technologies, social media, and information capabilities. Moreover, because they can speak 2 to 3 languages by being exposed to social media, they have opportunities to move to various parts of the world and find a job. They are our new generation of designers.

DEPARTMENT'S SEMESTER EVALUATION SHOW
HANYANG UNIVERSITY



DESIGN BEHAVIOR, A NEW DESIGN EDUCATION

Based on the objectives and facts, I realized and implemented a New Design Education system called "Design Behaviors" structured by combining Strategy-led Education (technology, information, and design thinking) and Sensibility-led Education (art, craft, and ethics). Design Behavior curriculum reflected a pragmatic and logical approach to integrating theory, application, and creativity.

WARNING

At last, this is a warning to you. When you build a New Design education, you must understand that designers are neither engineers nor businessmen. We do not belong to other disciplines, but we are unique discipline itself. As history shows, we are extraordinary artists and movers who create purposes of communicating, utilizing, and supporting the idea. Hence, if you concentrate on building a New Design education as a unique design discipline supported by other disciplines, then you will be able to educate a new generation of designers.

SENSIBILITY DEVELOPMENT EXERCISE PROJECT
SECOND YEAR STUDENTS, HANYANG UNIVERSITY

