

CVC401 - RESEARCH METHODOLOGY

Course Title	RESEARCH METHODOLOGY				
Course Code	CVC 401				
Course Type	Required				
Level	Bachelor				
Year / Semester	4 th Year / 7 th Semester				
Teacher's Name	Costas Mantzalos, Anne Louise Merry				
ECTS	6	Lectures / week	2	Laboratories / week	-
Course Purpose	<p>The course aims to:</p> <ul style="list-style-type: none"> • Formalize students' research through the production of a written thesis • Give attention to various quantitative and qualitative methods of data collection and research within design and the visual communication discipline • Individually select appropriate research approaches in order to collect, analyze, interpret, and present information in relation to an individual theme. • Outline implications for choosing research methods for individual research areas • Formulate a detailed design proposal 				
Learning Outcomes	<p>Students should be able to:</p> <ul style="list-style-type: none"> • Define the role of research within art and design • Produce a thesis that has the potential of being listed within the professional sphere • Examine independently a specific area of investigation within the discipline of Visual Communication. • Support their final design proposal with professional concepts outlined with a written thesis 				

	<ul style="list-style-type: none"> • Promote interior design innovation and variety, crossing boundaries in both inter-disciplinary and multi-disciplinary guises • Engage in a written brief and produce final design solutions and a written thesis of 3.000 words which will be based on questioning and testing the area of research. 		
Prerequisites	Senior Status	Corequisites	
Course Content	<p>Students will learn how to undertake secondary research for their senior project. The course teaches a range of conceptual and practical research skills, such as research for design, questionnaire creation and interview techniques. As part of this course students will formulate their senior project proposals which specify their aims, objectives, research methods and expected design outcomes.</p> <p>Specifically, there will be an introduction to the following main chapters:</p> <ul style="list-style-type: none"> - Introduction to research. Proposal Format Handout. What is research? Mapping our ideas: Research Topic. Research questions and goals. Ideas for a small pilot study/questions/goal. Pilot study format discussion. The Art of Wring a Proposal - Defining types of research: Qualitative, Quantitative and mixed methods. Interviewing and Survey Research. Methods, Design & Supporting Literature. Ethics and validity. - Case study and action research. Archival Research. Art practice as research. Editing and crossing off Extract abstract. Discussion and analysis of recent research projects. Discussion and analysis of Pilot Study Draft issues. Critical and analytical competencies appropriate to postgraduate level study, enabling self-organization, project management and communication skills - Creative research. Proposal Formulation, Presentation and Submission. Discourse and Network Analysis. Analyzing Data and Writing up Results. Establishment of techniques of research and enquiry to create and interpret knowledge. Range of methods and skills appropriate to both art and design research and art and 		

	design practice
Teaching Methodology	<p>This course includes lectures addressing the principles of design research, the different types of research methods and the development of new design knowledge. Additionally, there are seminars to support the development of practical research skills. An art and design project will be the vehicle for the student to apply their knowledge and understanding of research principles into practice. In negotiation with the tutor, students will agree a suitable research question related to the project and they will then be expected to develop an appropriate research proposal. This will be supported throughout the module by lectures, seminars and group tutorials.</p>
Bibliography	<p>Bibliographical References:</p> <ul style="list-style-type: none"> - Laurel, B (Ed)., <i>Design Research: Methods and Perspectives</i>. Cambridge MA, MIT Press, 2003 - Cooper and Press, <i>The Design Experience, the role of design and designers in the 21st Century</i>, Ashgate, 2003 - Karen Holtzblatt, Jessamyn Burns Wendell, Shelley Wood, <i>Rapid Contextual Design: A How-to Guide to Key Techniques for User-Centered Design</i>, Morgan Kaufmann Publishers 2004. - Lidwell, W et al, <i>Universal Principles of Design</i>. Rockport Publishers, 2003
Assessment	<p>Overall, the course is evaluated as follows:</p> <ul style="list-style-type: none"> • Final Assessment 34% <ul style="list-style-type: none"> - Design Intelligence 40%, - Research and Methodology 20%, - Experimentation and Analysis 20%, - Time management and Presentation 20% • Course work 66%

	<p>Interim Critique 33%</p> <p>Final Critique 33%</p> <ul style="list-style-type: none">- Design Process: 40%- Readings and Reflections: 20%- Annotated Bibliography: 10%- Research Analysis: 20%- Final Project Crit: 10%
Language	English