



# DD3012 Research Methods in Art and Design

Eligibility: ADM Year 3 & above

Jesvin Yeo (Associate Professor)

G01 (63055): Tuesdays, 1300 – 1600 at ART-02-02A

## Designerly Approaches to Knowledge



BY VISUAL  
OBSERVATION



BY LOGIC



BY AUDITORY



BY KINESTHETIC



BY IMAGINATION



BY EXPERIENCE



BY MEMORY



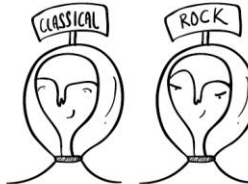
BY VISUAL  
OBSERVATION

Listening to radio  
(especially the  
Rediffusion channel)  
was one of the pastime  
during "La Kopi".



People shared and  
listened to one radio  
with *STRANGERS*.

As technology develops,  
individualism develops  
with it.



During one of the cafe  
field study, I observed  
that a family of 3,  
each had their  
earphones on.

Multiply



BY VISUAL  
OBSERVATION

A study on Music  
Sharing during 'La Kopi'  
from 1950s to now.

Despite that they share  
the *SAME BLOODLINE*,  
but they do not share  
their music.



### Learning Objective

In the course, you will use theories and methods to investigate different ways of interrogating the theoretical, sociological, and contextual aspects of design to generate insights that can inform your design process and practice. The learning aims to fine-tune your research skills and forms the research foundation for your future research studies.

### Content

Introduction to the various type of art and design research approaches and theories;  
Learn how to develop a plan for art and design research, and organise project proposals;  
Learn how to select content, language and style for audience-focused presentations.

To find out more, please contact: [ADM\\_Undergrad@ntu.edu.sg](mailto:ADM_Undergrad@ntu.edu.sg)