

B1) Organizational structure of the Faculty

Preliminary observations on the understanding of the organizational structure: The Department understands design research and design science as the goal of improving the living conditions in everyday life, the innovative and meaningful design of living conditions, the environment, artifacts and communications.

Research can be divided into research by design, i.e. all innovative and sustainable design services with social relevance, be they application-oriented or systematic and methodological, are subsumed here. The second research focus is on research and design, i.e. all classical humanities and social science research in relation to design relevant issues apply here.

The faculty represents a transdisciplinary research approach, which connects the methods of creativity, innovation and strategic experimentation. Findings from applied as foundation study research projects converge in the entirety of a design science that systematically evolves, but does not attempt to become discipline in a canonical or programmatic sense, to respond quickly and flexibly to social and technological issues.

Macro area 1 has the following contents:

"Visual culture and its impact on society" explores and investigates all phenomena and processes with which design affects society and influences the social structure. In particular, the interplay between the social forces and the design is at the center, i.e. the question of the relationship between social dynamics and the designer's work. Visual communication, graphics, typography, new and old media are the fields of research.

The researcher also pay particular attention to the designer personally, his motivation and social position, his cultural environment and especially its capacity for self-reflection on his activities and work. This pertains to the category 'Research by Design'.

Research Coordinator: Prof. Antonino Benincasa

Macro Area 2 has the following contents:

Product design lies at the center of the research area "Structural, digital, material: processes, phenomena and results of the three-dimensional design". Here, phenomena, processes and artifacts and their relationships in regard to use and application are explored. The focus lies on the development, analysis and testing of processes, materials and manufacturing processes as well as the different experimental implementations of three-dimensional designs.

Experimental workshop-based studies, material technology, material semantic analysis and experiments come into play to maximize the use possibilities.

Creative design work is understood as a research-based work that constantly needs to process and critically observe development processes of the material world of products and artifacts. This stance on design and sustainable social relevance of the research objectives is an essential part of this research area. In this area, applied research and basic research overlap.

Research Coordinator: Prof. Roberto Gigliotti

Macro region 3 has the following contents:

The "Theories and expressions of Design" examines theories, methodologies, objectives and practices of design creation in terms of their communicative design and theoretical aspects. These include studies on semiotics, phenomenology, anthropology, philosophy and art. The research direction is to be understood as a fundamental critique of the design process and its immanent implications in perception theory. The focus is on critical analysis of all relevant thinking and approaches of design, creativity and aesthetics, particularly in view of the growing importance of design as a medium for teaching democratic, humanistic and ethical standards. The area includes interdisciplinary research projects, to shape the fledgling design science. The neighboring disciplines of music, art, philosophy, literature, architecture, engineering, science and technology are also the focus of the area of design culture, which is why they are included here. This transversal work is called research about and for design.

Research Coordinator: Prof. Gerhard Glüher