

Important information

Student profile

We have designed this minor to appeal to you if you want to work in creative industries or creative practice and are interested in:

- The theory and practice of design;
- Speculating on possible futures;
- Maybe following a master in future.

And you want to:

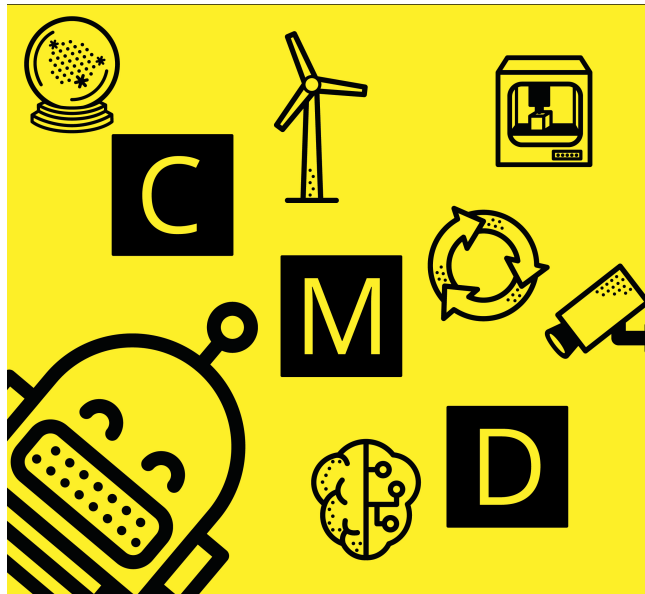
- Gain a broader perspective on the role that design, and designers / makers currently play in our world;
- Develop your own ideas and vision of the roles that design, and designers / makers can play in our world;
- Take more control of the future of your role as designer / maker;
- Deepen your critical and analytical thinking skills.

In addition you should write and speak good English and be able to read and understand university-level English texts quickly and thoroughly.

Logistics

The minor runs in the 2nd semester of academic year 2020-21.

The minor involves working *face-to-face* in a multi-disciplinary team so you must be available to work at the HvA at least four days per week.



Applying for this minor

The minor runs in the 2nd semester of academic year. 2020-21 HvA students should register for the minor via SIS in the 1st semester of academic year 2020-21.

International students should contact the international office at Communication and Multimedia Design via email (international-cmd@hva.nl)

For more information

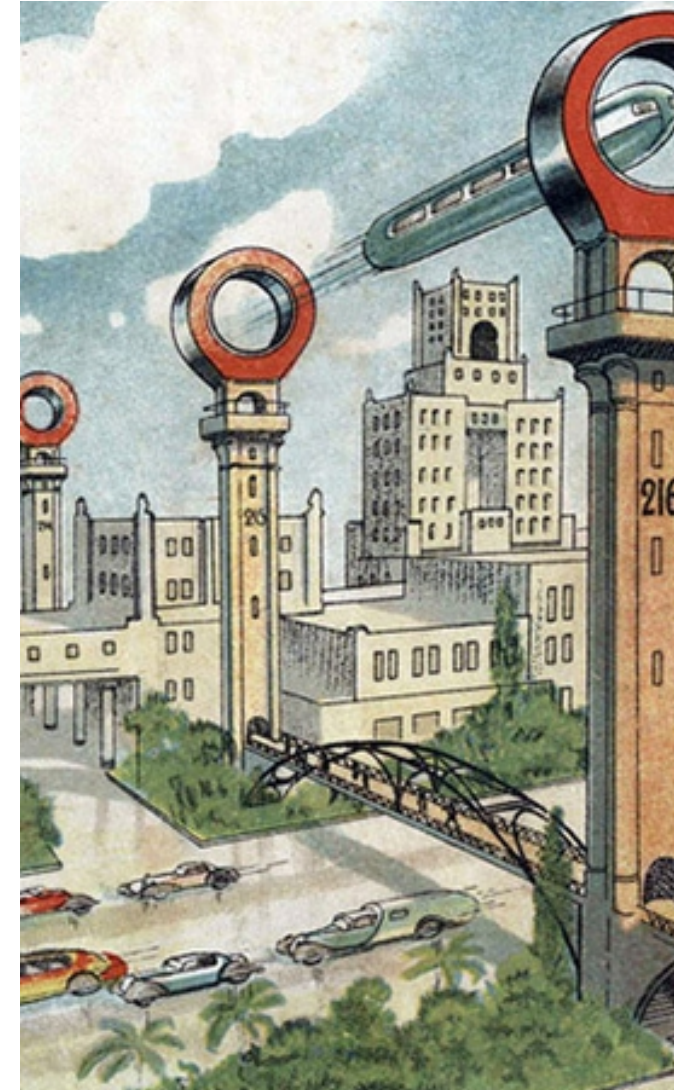
If you require more information please contact one of the minor co-ordinators via email:

Charlie Mulholland (c.mulholland@hva.nl)

Robert van Boeschoten (r.m.van.boeschoten@hva.nl)

Minor Speculative Design

Discussing possible futures through design and theory



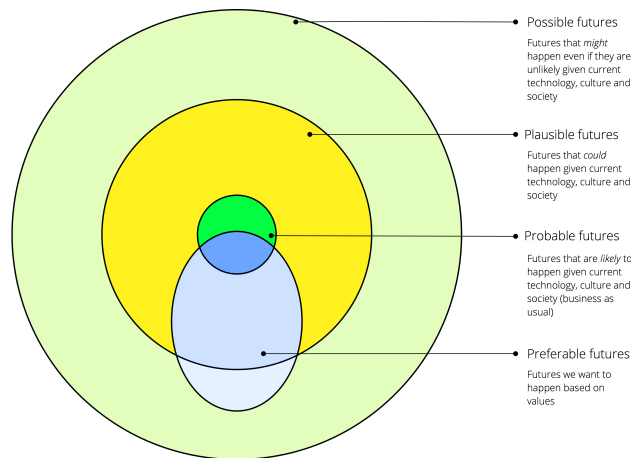
Speculative design

Designing to think about the future

"My interest is in the future because I am going to spend the rest of my life there."

Charles F. Kettering US Inventor, attributed (1876–1958)

Speculative design (SD) is a form of *critical design* that examines possible futures. While some regard forecasting the future as a pointless activity, for the practice of SD it gives us a way to look at the world as it is today *and* use design to help us think about the world we want to see in the future.



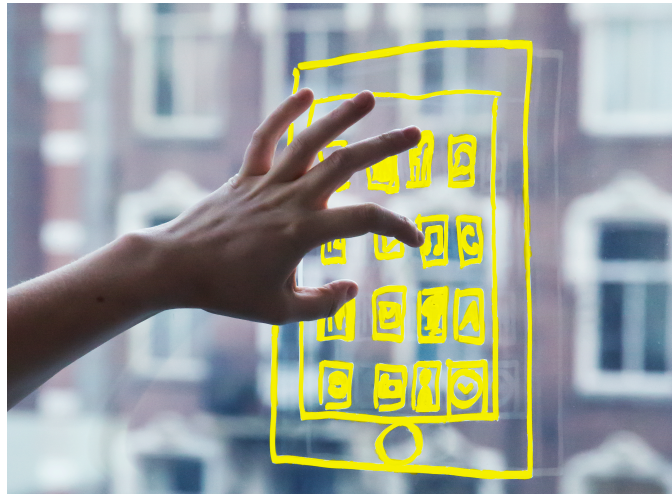
SD uses elements from design thinking, design practice, strategy, trend analysis and future scenario planning, to design and make artefacts that provoke and facilitate discussions about what sort of future we would prefer (so-called *provocatypes*).

We believe that SD can play an important role in facilitating discussions about desirable futures and, given the current state of our world, we have created this minor to help you contribute to this conversation.

Projects

Speculative design team project

For the speculative design project, you will work in a team with two or three fellow students to create a speculative *provocatype* that you can use to provoke and capture conversations with stakeholders about a future scenario and its implications.



Design manifesto project

The design manifesto project is an individual project where you will use what you have learned throughout the minor to create a design manifesto that provokes your audience to think about the role of design and the designer / maker now and in the future.

Your manifesto should be based on your own vision of design and supported by your learning and research through the minor. In addition to the written manifesto itself you will design a tangible way of showing your manifesto at an exhibition in the final week of the minor.

Workshops and seminars

Foundations boot camps

A series of three two-week boot camps that introduce you to essential theories and practices within design, the humanities, social sciences and future forecasting.

Seminar theoretical and design literacy

A weekly student-led seminar that analyses and discusses important works from the philosophy of design, technology and aesthetics that help you prepare for the Design manifesto project.



Workshop visual and written communication

A series of regular readings, seminars, workshops and tutorials to help you hone your visual and written communication skills throughout the minor.