

Construction of ‘Poeticized Design Teaching and Creation Analysis Model’

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ABSTRACT

The research is based on the poeticized design model combining the FTFCF model to derive the construction of ‘Poeticized Design Teaching and Creation Analysis Model’ as a tool to guiding the students in creation method in terms of basic design class. The research subjects are the freshman year basic design class of the AA Design College in Taiwan. The researcher planned for the class content based on the concept of poeticized design model and performed an 18-week long class experimentation. Through multiple case analysis, the research finds that: taking good use of ‘life experience’ as the beginning point of the design can facilitate the learning experience of the students. ‘Out of box thinking’ would require the guidance of the teacher in order to maximize effectiveness. The students can understand more easily the simplified overall principle of conversion of the concrete to the abstract. The right use of symbols will decide the ‘likeness to poetic meaning’. The ‘poetic uncertainty’ is the fun of designing a creation. The key to the conversion of the poetic meaning of a quasi-3 dimensional creation comes from the context of triangular connection of the symbols. There is difficulty in embodying a design from the conversion of abstract symbol. After the complete introduction of poeticized design model into the class, the students’ creations can be categorized based on the features to 6 categories: basic project (TFCF), advanced project (TCFF), expert project (CTFF), basic exploration (FTCF), advanced exploration (FCTF), and expert exploration (CFTF).

Keywords: Design Model; Basic Design; Design Education.