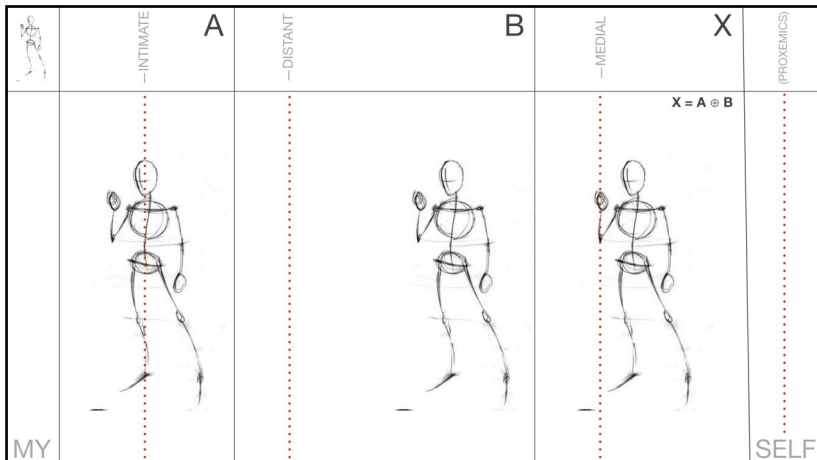


Friday September 17th we will meet for the first time, to *kick off* our theory course this term: *MDE 504 | Theory 1 – Theory in Design Practice*. We will use the kickoff to **1)** go through the activities and assignments; **2)** basic approaches and concept; **3)** getting you organised in [QUAD](#) groups.

We will *not* do this again, so it is vital that you participate actively that day. Of course, you can ask questions all through the term. But it is the only time we will go through the contents, containers and principles as a *whole* structure. Please bring note/sketchbooks to record important information.

Our approach to theory in the MA-curriculum is to take you step by step to develop your own theory, from your own practice. Of course, this does not take place in a void (as you will understand during the kickoff). However, the foundation this term is about connecting *reflection* to body and activities.



What you have *here*—on your screen, or between your hands—is a *flyer*. You will get more of these. The flyers always have the same structure: a front-page [*recto*] with two images and three paragraphs of written text; and a back [*verso*] with 10 paragraphs with 4 lines each (in 9pt. Helvetica Neue).

In this course— *MDE 504 | Theory 1—Theory in Design Practice*—pitches and updates, like in this sheet, come from me in *flyers*. They are posted and readable on the course's home page, on Canvas. You will receive 6 flyers that I call 'thematic flyers' because they are to prompt you on the course.

The full course overview is provided at the kick-off September 17th, in the Theory Room: the corner room with windows by the rotating entrance-door to the *reception* area. But the course will occasionally change location. Please to walk around in groups and become *acquainted* with the building.

Consult the school calendars, incorporate them in your own calendars, to *avoid* waywardness and confusion. The attitude we will work to develop throughout the 3 theory-courses that you will have with me, is to *place yourselves in the driver's seat* in all your activities/assignments at school.

The streets are the school courses—including a certain number of deliveries—but the car is yours, and you are driving. Remember that. So, to make a plan for the term is a good place to start. Part of what you learn in the course with me, is how to manage the circulation, and some traffic-rules.

The circulation and traffic rules relate to how you *develop your personal space in your professional work*, and how to work in *groups*. QUADs are groups of 4: they contain 4 roles, include sensorial functions and also have a certain logic. I will explain what it is about during the kick-off.

But we will also try them out through some *exercises* I have prepared; that you change, invent and improve as we progress during the term. So the *kick off* is not to *prepare* for a start: we start *immediately*. And in the afternoon next Friday, you will be already working on your *logbooks* for this course.

The Fridays are *self-contained*: which means that the work you need to do for the course should be completed Friday *afternoon* (not to interfere with other courses in the week). The work should be *regular* for you to get a taste of some working habits, and develop your own theoretical practice.

Do not try to solve this now. But keep your curiosity alive and kicking till we meet. Shower me with questions. In class, after class, during the whole course. We have 10 Fridays together, in all. So, although it extends in time, it is rather intensive. You get 5 study point for it: 1/6 of the entire term.

So, it is a good chunk. However, if you use it cleverly it will be a crossroads between your specialisations—GI, KK and IM—and a place to work on ideas you don't find place for elsewhere. Please bring your *backgrounds* with you into the class, and the *design-stage* that you know from before.