

# DESIGN

## The Abduction for Society

### 社会构想学

#### Contemporary Subjects for Contemporary Society

##### Basics of Economics

Understand the basic principles of economics; learn perspectives for viewing the world in terms of economics, including capital and labor, value, stocks, finance, investment, business conditions, and trade.

##### Communication Theory

Learn a multi-aspect approach to examining communication and relationships, including human communication, communication of living organisms, communication between machines and humans, and communication between machines.

##### Basics of Sociology

Consider issues for contemporary society from a number a viewpoints, including civilization, statistics, industry, and living/lifestyle, and learn diverse approaches for examining human happiness.

##### Media Theory

Beginning by gaining a fundamental understanding of media, learn about how media have changed from ancient times to the present. Comprehend current issues affecting media, and forecast future issues.

##### Basics of Marketing

Understand the basic principles of markets, and comprehend their mechanisms. Learn scientific approaches to the creation of markets for the purpose of devising new forms of business.

##### Information Research

Beginning with a fundamental examination of what information is, study mechanisms of understanding, the relationship between behavior and information, and the mechanisms that trigger human motility.

##### Organization Management

Learn the basic principles and rules of the activities of different types of organizational entities. Gain a broad grasp of the concept of management, including management of the home, NPOs, firms, and nations.

##### History of Arts and Design

Appreciate the existence of aesthetics as a resource. Understand the role throughout history of beauty as a driving force that has roused human creativity.

##### Theory of Architecture

Beginning from a fundamental examination of what architecture is, understand how it has changed over time and grasp issues and trends in architecture today.

##### Urban Design Methodology

Thinking about urban spaces in terms of planning and construction. Consider the interrelation with movement, energy, and nature, and include consideration of homes/living, and individual/community relationships.

#### Design Theory

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The aim of design is to make society's problems visible and find solutions for them. This means awakening the wisdom accumulated in the culture of daily life. A form of creation based on abduction – imagination and conception.

##### Planning and Conceptual Theory

Learn procedures for forming ideas into plans. Learn how to create routes for explaining ideas, the logic of pictures and diagrams, time and processes, scale and cost, and how to access influence and success.

##### Semiotics

Think about the ways that humans can create an image. Learn about experiencing the world and how to record the feelings experienced. Learn how to express them as new mental images that are both fresh and appropriate.

#### Design Practice

##### Design Practice (workshop) 1

Practical exercises in using product design to solve hypothetical problems. Construct all processes logically, and as simply as possible, turn them into tangible forms to solve the problem.

##### Design Practice (workshop) 2

Practical exercises in discovering actual problems and solving them through communication design. Construct all processes logically and express them as simple clean plans to solve the problem.

##### Identification Method

Practical exercises in designing identification to solve hypnotically problems. Construct all processes logically and express them as beautiful plans to solve the problem.

##### Design Language Research

Think about what can be used to express design. Experiment with conceiving a new language for the purpose of expression. Through creation of a new language, study the possibilities for expanding expression.

##### Presentation Method

Techniques for visualizing ideas and conceptions, leading to understanding. Practical study, including ways of speaking, methods of expression, and use of presentation equipment. Learn that a wonderful idea can only blossom after appropriate persuasion.

#### General Study of the Sciences and the Arts

##### Basics of Mathematics and Logic

Gain an understanding of the essence and current state of mathematics. Learn the basics of logical reasoning. Cultivate objective and logical thinking.

##### Introduction to Biology

Learn about the basic mechanisms of life. Biological systems can be applied analogically in the creative process. Think about them as models for design of human systems.

##### Poetics

Examine how imagination occurs and the unrestrained mental nature that produces it. Learn about the mechanisms of being impressed and how things resonate with the senses.

##### Basics of Environmental Studies

All future problems converge in environmental issues. Understand the essence of an all-encompassing, contradiction-free ecology. Cultivate a broad perspective on the environment instead of a shortsighted view.

##### Theory of Linguistic Expression

Gain a deeper awareness of words and language as special symbols. Enhance your basic language and enrich your powers of expression. By focusing on language, train your meta-cognition.

##### Autopoiesis

Learn the processes whereby life and systems form and organize themselves. Understand the mechanisms of movement of complex organizations and systems. Extend studies to include the theory of information transmission and identity formation.

##### Research in Contemporary Art

Learn perspectives for critical commentary on art. Appreciate a variety of critiques and understand the latest contemporary art. Consider its significance in terms of the relationship between society and art.

##### Introduction to Natural Sciences

Take a general view of the fruits achieved by natural sciences. Understand the frontiers that science is currently facing. As general education, gain an understanding of the academic fields covered by natural sciences.

##### Music Theory and Rhythm Theory

Rather than techniques of performance and composition, examine the theory of music in a broad sense that includes the chords and rhythms that link our bodies with the world, and the rhythmic movements of the universe and of life.

##### Sensation and the Body

Rather than taking a medical or physiological approach, study the theory of sensation as a creative receptor. Examine the universality and individuality of the body as a metric whereby people experience the world, and then examine creativity.