

# **Research Method: Week 2**

## **'Ologies of Design Research**

Dr Malé Luján Escalante  
with Dr Betty Marenko and Dr Ian Hurton

## **1.Listen Attentively:** To the CoRe Podcast Episode 2.



### **We recommend you listen twice:**

- First time you get the overall meaning - you can do this while you travelling across London, while you cooking, or you walking.
- And the second time, use it you take notes. Use Tuesdays 10:00-12:00 (or in your own time) to sit down and capture key words that either are new for you, or you knew it with a different meaning.
- Use this Activity Log, to keep your notes, so you can easily find them when you need them. You will use Research Methods essentials in the next two terms.



PGT  
COLLABORATIVE  
RESEARCH  
PRACTICE PODCAST

# THE OLOGIES OF DESIGN RESEARCH: A CONVERSATION BETWEEN IAN HORTON & BETTI MORENKO

WESTERN  
PHILOSOPHY

GRAPHIC  
DESIGN

Comic  
illustration

EXIST, VISIBLE, EVIDENT

PHILOSOPHER



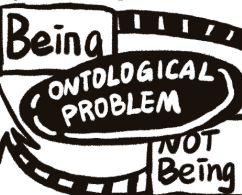
ONTOLOGY



CONSTITUTE



TO BE  
OR NOT TO BE?



ONTOLOGICAL  
PROBLEM

THEORY

PRACTICE

KNOWN  
UNDERSTOOD

REALIST  
POSITION

WE KNOW

WE IDENTIFY

ONTOLOGY  
ONTOLOGICAL  
ISOONTOLOGICAL

OBJECTIVE  
STUDY

## EPISTEMOLOGY

WHAT COUNTS AS KNOWLEDGE  
WHAT IS KNOWLEDGE

HOW THE  
KNOWLEDGE  
IS

A RANGE OF  
POSITIONS  
BACKGROUNDS  
CULTURES  
LANGUAGES

PRODUCED  
DISSEMINATED  
CULTIVATED  
ABSORBED  
SHARED



UNDERSTAND

KNOWLEDGE

BUILD

## AXIOLOGY

VALUABLE  
GOOD  
RIGHT

METHODS  
& DECISIONS

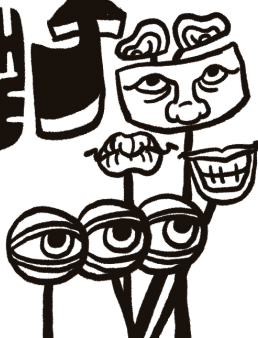
RESEARCH  
& PRACTICE

MORE POWER

OTHER  
DISCIPLINES

TELL  
FRAME

STORY



**2.Your Notes** - Test the best ways of note-taking: mind-mapping, sheet-cheating, bullet-pointing, building a vocabulary... find your own style!

**3. Test your understandings-** Create an index sheet with definitions and comments about the Design Research 'Ologies:

- Ontology
- Axiology
- Epistemology
- Methodology
- Methods

Bring examples and/or case studies for why the matter.  
Be sure you mention the differences.

4. **Reflect** on how these concepts connect with the role of the Arts and Design in Research Projects that are addressing complex -wicket- problems.

5. **Write 250-350 words.** Use the Reading List to strengthen your arguments.

## Resources and Reading List:

- **Frayling, C. (1994)** 'Research in Art and Design,' in Royal College of Art Research Papers 1 (1 ): 1-5. (level of difficulty: medium) Available at: [https://researchonline.rca.ac.uk/384/3/frayling\\_research\\_in\\_art\\_and\\_design\\_1993.pdf](https://researchonline.rca.ac.uk/384/3/frayling_research_in_art_and_design_1993.pdf)
- **Gray, C., and Malins, J. (2004)** 'Planning the Journey,' in C. Gray and J. Malins (Eds), Visualizing Research: A guide to the research process in art and design (1st ed.) (pp. 9-34), Routledge. (level of reading difficulty: easy) [Available as an e-book in UAL libraries](#)
- **Vaughan, L. (2017)** 'Designer/practitioner/researcher,' in L. Vaughan (Ed.), Practice-based Design Research (pp. 9–18), Bloomsbury Academic. (level of reading difficulty: medium) [Available as an e-book in UAL libraries](#)
- **Low K. (2021)** The PhD Life Raft: The Problems and Pleasures of Practice Based Research with Kat Low [Podcast], 01 February 2021. (level of difficulty: easy) Available at: <https://open.spotify.com/episode/4ixUtbftqEsXsMRGtcgDI?si=WsBGuEFsSkWTv7oRuVT5Nw>
- **Escobar, A. (2018)** 'Design for the Real World. But Which "World"? What "Design"? What "Real"?,' in Designs for the Pluriverse: Radical interdependence, autonomy, and the making of worlds, (pp. 49-76), Duke University Press. (level of reading difficulty: advanced) [Available as an e-book in UAL libraries](#)