

Social Design Education by means of Artistic Photography

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MOTIVATION

This PhD project is committed to analyze the learning outcomes produced by four Social Design educational experiences performed by means of Artistic Photography.

METHODS Two consecutive theoretical frameworks are included. The first one is a conceptual delimitation. In broad, a review of the literature about the theories on what is understood as Social Design, its dimensions and practice, what are saying the most relevant studies on Social Design education and those ones on Social Design research.

The second framework is about the empirical nexus that will guide the analysis on the gathered data and which will suggest the indicators that will guide the analytical part of this PhD research. This is a qualitative action participation research, based on the analysis of narrative and visual data. The narrative data comes from oral or written sources and the visual data are photographs and the illustrations on the field notebooks where the students noted down and depicted their perceptions. Photovoice methodology is used both for practice and for research by means of qualitative analysis of the pictures.

These materials to analyze, come specifically from the self-perceptions of the students participating in the cases in which they worked with people suffering from severe mental health conditions, elderly persons with Alzheimer disease and citizens in a deprived quarter close to the Superior Aragonese School of Design (ESDA).

OBJECTIVES

- The main objective of this study is to evidence, if so, that teaching on Social Design by means of creative photography can move feelings and thoughts inside the individuals, but can also change things outside, for the educational institution and within the community.
- Specifically, which outcomes/benefits can come from this social artistic use of photography in this kind of educational experiences? Is there social awareness about the importance of Social Design in terms of transfer of knowledge and the social utility of this sort of learning programs?
- Which is the impact of these kind of educational experiences in Social Design for the educational institution?. This analysis will be based on the indicators given by the WHO for the Healthy Organizations.

MAIN RESULTS Expected outcomes are: empowerment, motivation and self-confidence enhancement (Tsang, 2020), defining individual and collective identity and sense of community (Wang & Burris, 1995). And finding the benefits for a University/School of Design where Social Design education is widely taught.



MAIN REFERENCES

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- Wang, C. C., & Burris, M. A. (1997). Photovoice: Concept, methodology, and use for participatory needs assessment. *Health Education & Behavior*, 24(3), 369-387.

