

EID/GE 335: Sociocultural Aspects of Design

Inst.: Richard Bordner

Off. Hrs: MWF 11:30-2, TR 11:30-12:30 or by appointment (BehSci Bldg rm. 114)

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**Required Texts:** Hall, Edward 1966. The Hidden Dimension. NY: Anchor/Doubleday.

Gallagher, Winnifred 2007. House Thinking: A Room-by-Room Look at How We Live. NY: Harper-Collins.

Miller, Daniel 2010. Stuff. NY: Polity.

Bordner, Richard 2006. Thrum's Almanac and Annual 1875-1933. Honolulu: SRSC Press.

The Thrums are available as e-books (you need volumes 1, 2 and 5) from Amazon.com in e-book(Kindle) format.

**Recommended Texts:** Daniels, Inge 2010. The Japanese House. NY: Berg.

**Course Description:** The purpose of this course is to provide students with a background in cross-cultural aspects of design and material culture. The main emphasis will be on the use of space and symbolism as forms of communication within a cultural and ritual context, often without the conscious understanding of the inhabitants. Areas of discussion will be: symbolic and cultural templates on residential layout; concepts of the home in different societies; geomantic/*feng shui* logic in exterior and interior layout in different cultures (specifically Hawai'i, Japan and China); and cultural aspects to interior design both in layout and furnishings. The major areas of regional emphasis from which examples will be taken from are the Americas (both pre-contact and Euroamerican), East Asia and the Pacific.

This course fulfills the requirements of a cross-listed course as either GE 335 or ID 335.

**The Marianist Values of Chaminade University, which we strive to incorporate into these into all the Behavioral Studies classes:**

- 1) Educate in formation of faith
- 2) Provide an integral quality education
- 3) Educate in family spirit
- 4) Educate for service, justice and peace
- 5) Educate for adaptation and change

**As a course in the Behavioral Studies program you will demonstrate the following:**

1. The student will clearly and effectively apply intellectual frameworks and models to interpret and understand social interaction from the Behavioral Studies perspective. [evidence from Capstone Project.]
2. The student will integrate anthropological and sociological concepts in their understanding of social reality. [Fits Marianist Ed. 2b]

3. The student will exhibit effective writing skills. [Evidence from Capstone Project.]

**As a course in the Interior Design program you will demonstrate the following:**

- A growth in your understanding of different cultures (Standard 2: Global Perspective for Design);
- A growth in your understanding of the diversity of social and behavioral norms (Standard 3: Human Behavior);
- A growth in your understanding of the design process (Standard 4: Design Process);
- A growth in your understanding of how collaboration works (Standard 5: Collaboration);
- A growth in your understanding of the need to communicate effectively (Standard 6: Communication);

**Course Learning Outcomes—by the end of the semester you will have demonstrated knowledge of the following:**

- Perception, reality and theory of explanation in the behavioral sciences and geography
- Semiotic and architectonic analysis, ritual space and post-modern analysis
- Cultural diversity and symbolism in design—past and present
- American cultural landscapes and icons
- American artificial cultural landscapes-Waikiki, Disney and Las Vegas
- Cultural landscapes of Hawai'i 1000-2010
- Spatial & symbolic aspects of Asian societies--interior spatial use and ritual space
- Feng shui principles in Chinese interior space use and application
- Cross-cultural integration of design values and concepts

*Catalog: Cross-cultural aspects of social space, both at the level of the community and within structures. Emphasis will be on the symbolic and contextual basis of design, especially in vernacular architecture.*

**GRADING:**

**Skill Competencies you must have to take the course:**

**We will be using Canvas for this course. You will also get an invite to share some of my Google Drive folders that have course materials for your use and reference.**

**Assignments should be sent to me as e-mail attachments, either as Word docs/rtf/pdf formal files.**

**GRADING:**

- **THOUGHT OF THE WEEK EXERCISES:** You will complete a Thought of The Weeks Exercise for each Module [5 total-see schedule]. At the start of each module I will post some topics you might want to consider, or you can do one based on your own personal interest from the materials in that module—if you want to do your own, you must check we me first to see is it's appropriate.

- Each TOTW will consist of a **minimum** of 6 paragraphs in a specific format [see below for format details.]
  - Each TOTW is due by the date specified in the syllabus, usually near the end of a specific module
  - The TOTWs count for 70% of your course grade;
  
- GROUP PROJECT:
  - The group project will consist of a design problem in which a number of social factors must be applied.
  - I will provide the scenario in the form of a proposal.
  - You will form a group [as a consulting firm] that will compete via a formal proposal to the client.
  - **Groups will be from 2-4 members**
  - Every team member must contribute a specific portion of the design input for the proposal and up to 3-4 pages of the final proposal
  - The final group proposal will be a minimum of 8 pages in length (text)
  - It will be suitable for submission to professionals in design and architecture
  - **The group gets a group grade**
  - Each individual will submit a separate e-text copy of the unique material they contributed to the proposal
  - This is a win/lose project. Teams that submit professional, creative and sophisticated proposals that address the RFP will get full credit. Those considered substandard in quality and detail will only get partial credit.
  - The proposal will be reviewed both by the instructor and also by 1 or more external reviewers
  - The Project counts for 15% of the course grade
  
- REACTION PAPERS and LEARNING ASSIGNMENTS [as required]:
  - You will write a number of reaction papers
  - These will be on questions posed in class, usually related to videos
  - You will not be graded on grammar
  - They will be from 1-2 pages in length
  - There will also be a number of various assignments during the semester directed at learning, both readings and tasks. You will be graded on the completion of the assignments.
  - Reaction Papers/Learning Assignments count for 5% of the course grade
  
- WAIKIKI FIELD TRIP:
  - You will be required to go on the Waikiki Field Trip (details in the syllabus)
  - You must write a short reaction paper on your adventure, based on the questions provided
  - This will count for 5% of the course grade.
  
- ATTENDANCE:
  - Attendance is mandatory in all CUH courses
  - Attendance counts for 5% of your course grade

- ELECTRONICS RULES:
  - Computers-tablets used to take notes in class are encouraged
  - If you abuse this by trying to multi-task either with social media or working on material for other courses, you will lose the privilege for the rest of the semester
  - Smartphones are not acceptable as classroom devices, so they must be off;
  - Breaking these rules will result in you being thrown out of class for that day and listed as not attending.

TOTW exercises (6).....	70%	A= 90-100	D= 60-69
Presentation/Blog.....	20%	B= 80-89	F= -60
Reaction/Learning Assign.....	5%	C= 70-79	
Attendance.....	5%		

**THERE IS NO POSSIBILITY OF EXTRA-CREDIT WORK IN THIS CLASS**

### **Thought of the Week (TOTW) Exercise Format 1/20**

**TOTW FORMAT:**

4 Parts [THIS IS THE MINIMUM]:

- 1) Concept or topic covered—specify and define [1 PARAGRAPH]
- 2) Put into a context—what is it’s importance w/in course material [1-2 PARAGRAPH]
- 3) Go into detail on 1-2 specific aspects of the concept/topic NOT covered in the class materials—you can use your course readings but you must also have at least 1 source outside of the course materials [4-6 PARAGRAPHS]
- 4) Discuss the context/relevance of this concept to you (personal), to us (Hawai’i), and to us (global) [1-2 PARAGRAPHS]
- 5) Citations and Bibliography—you must show your sources and these must be more than just course materials [APA format preferred]

**RULES:**

PARAGRAPH= defined as having 2 or more sentences.

CITATIONS= You must show where you got your material from. You MUST support your material with citations.

**WAYS TO LOSE POINTS:**

**1 Use internet/generic definition rather than discipline [course] specific definition= 1 grade down**

Logic= If you can’t remember that the course is within a discipline, which has specific definitions attached to terms, then you’re not engaging in the class. Also if you forget this rule, you need to be reminded to focus on task.

**2 Merely repeating class [PowerPoint/talks] materials= 1 grade down minimum**

Logic= If you can’t be organized time-wise to look for outside sources, then you’re not completing the assignment—you’re merely repeating my materials back to me.

**3 Opinion-Only Writing= If your writing only shows your opinion on the concept/topic; no citations= 1 grade down minimum**

Logic= No one really cares about opinions—they want proof to back up your assertions/analyses so that you are more convincing. If you really need to vent, that’s what social media is for.

**4 Working on exercises with others= minimum 1 grade down**

Logic= Sharing material means either you’re putting in ½ the effort, or, more likely, one member is doing all the work and the other are entertaining (hopefully) parasites.

**5 Bogus citations/sources= 1 grade down minimum**

Logic= If you only pull your sources from the immediate [Wikipedia-only for example] then just as with the generic definition, you’re not engaging with the material and showing any effort to process the class materials.

**EID-GE 335: Criteria for Judging Group Project**

- Does the proposal fulfill the RFP request  
Y-----N
- Does the proposal clearly show how it satisfies the requirements  
Y-----N
- Is the proposal a creative solution—i.e., market-competitive or is it mundane  
Y-----N
- Does the proposal clearly express the unique cultural characteristics of the target populations  
Y-----N
- Is the proposal professionally presented (clear, logical, proper grammar/spelling)  
Y-----N
- Does the proposal exhibit a substantial amount of effort on the part of the team members (or a quick-and-dirty: Did you spend more time judging it than they did writing it)  
Y-----N

**WAIKIKI FIELD WALK**

You **must complete the Waikiki Field Walk**. FOLLOW THE DIRECTIONS (there is a reason I want you to walk in that pattern), wander around, USE YOUR EYES, EARS, NOSE, then write a short (no less than 2, no more than 5 page) reaction paper responding to the questions posed for that trip. The goal of the assignment is to get you to look around carefully with a critical eye, looking for clues of spatial patterns and social images. **PAY ATTENTION TO THE TRAFFIC!! THAT IS PART OF WHAT YOU ARE OBSERVING. OBEY ALL THE PEDESTRIAN TRAFFIC LAWS. Have fun and keep out of trouble.**

Waikiki and Tourism: Please try and do this trip in the afternoon, any day of the week. Doing it in the evening is OK but it will be harder to see some aspects at night—though the night traffic (especially illegal) is very fascinating—just don’t stare too much and be careful. And if you get solicited you have to sort that out yourself. Remember that you are doing a loop, so you should

end up back at your start point at McCully Shopping Center. BE CAREFUL OF THE CAR TRAFFIC—REMEMBER YOU ONLY WEIGH 3-6% OF A CAR, MUCH LESS A BUS, SO PAY ATTENTION, BECAUSE THEY AREN'T GOING TO. IF YOU WANT TO GO AS A GROUP/TEAM, OK BUT DON'T DISCUSS WHAT YOU SEE WITH EACH OTHER, KEEP IT INDEPENDENT AND UNIQUE.

Directions: Easy to do by bus but if doing by car, parking is tough. You MUST start at *McCully St* and *Kapiolani St.* intersection, at the McCully Shopping Center (mauka side of Kapiolani). Look around there, especially the residential area around the shopping center. Then walk down *McCully* across the bridge into Waikiki (*Ala Moana-Kalakaua*) then turn left and continue down *Kalakaua Ave.* into Waikiki. Pay special attention to the new Beachwalk redevelopment / Trump Tower area. Be sure and look into the lobbies of the hotels/apartment complexes as you go through this area. Go on down to *Kanekapolei St.*, then go mauka up to *Ala Wai Blvd.* Continue back down *Ala Wai Blvd.* paying attention to the buildings on your left and return back to *McCully St.*

What to look for: A classic conflict in Hawaii is residence vs. tourism, and the ultimate place is Waikiki. You are intentionally being started in a older (1920+) residential area OUTSIDE of Waikiki and across the Ala Wai canal from tourist heaven. Look carefully around and down the side streets, notice the typical (for Oahu) small house/residence and low-rise apartment mix. Then cross the canal. **Use All Your Senses:** What are the most visible differences? What ones are not immediately visible—foot traffic, ethnic mix, clothing, smells, noise? What residence patterns do you see INSIDE Waikiki? Is all of Waikiki for tourists? How does Waikiki differ from the areas outside? Why is Waikiki so satisfying to tourists? What do you see people doing in Waikiki? Outside? What aspects of “Hawaiian” do you see manifested in Waikiki? Detail—what icons/symbols? What do they mean to tourists?

**EID/GE 335 COURSE SCHEDULE:**

MODULE	DATES	TOPICS COVERED	ASSIGNMENTS
I	Jan. 13-24	Theories-Methods-Concepts	Read through PowerPoint Module 1-1C; Read Hall (all); Read Thrum Set 1 (vol. 2)
II	Jan. 27-31	Virtual-Digital Worlds	Read through MOD 2; Read Thrum Set 2-3 (vol. 1, 5) / <b>TOTW 1 DUE</b>
III	Feb. 3-14	Euro-American Cultural Landscapes	Read through MOD 3-3B; Read Miller (all); read through Hawaiian folder / <b>TOTW 2 DUE</b>
IV	Feb. 17-28	Hawaiian Cultural Landscapes past-present	Read through MOD 4; Read Marcus (all) / <b>TOTW 3 DUE</b>
V-VI	March 2-13	East Asian Cultural Landscapes-	Read through MOD 5-6; go through

		Geomancy/Mesoamerican Landscapes	Asian Folder / <b>TOTW 4 DUE</b>
VII-VIII	March 16-20 (3/23-27 Spring Break)	Cross-cultural Spatial Arrangements/ American Material Culture	Read through MOD 7-8; / <b>TOTW 5 DUE</b>
IX	March 30-Apr. 10	Tourism and Design	Read through MOD 9-9B;
X	April 13-May 1	Group Project and Proposal Development	Read through MOD 10; <b>Proposal DUE May 6, 3pm (both hard copy and e-copy)</b>

**T.G. Thrum's ANNUALS READINGS for GE/ID 335**

[Use the Pdf search function as the easiest way to get directly to the article. Most of the articles are only 2-4 pages.]

**Assigned Readings I: Vol. 2: I HALA AND ARCHAEOLOGY**

Traditional Hawaiian society as viewed in the late 19<sup>th</sup> century:

- 1887:** Hawaiian Poetical Names for Places, by C.M. Hyde ..... 111  
**1905:** On Hawaiian Duplicated Place Names, by T.G. Thrum(?) ..... 120  
**1922:** Wrestling with Place Names, by T.G. Thrum ..... 124  
**1925:** A Sea Island Land System, by J.M. Lydgate ..... 126  
**1925:** Hawaiian Land Terms, by T.G. Thrum(?) ..... 130—*note complexity of terminology, compare to modern terms and usage—what do they tell you about the traditional Hawaiian view of the land?*  
**1907:** Tales From the Temples; Heiaus of Oahu; Heiaus of Kauai; by T.G. Thrum(?) ..... 155  
**1926:** Leahi Heiau (Temple): Papa-ena-ena, by T.G. Thrum ..... 173—*note the ritual complexity*

**Optional:**

- 1928:** The Paehumus of Heiaus Non-Sacred, by T.G. Thrum ..... 134  
**1907:** Heiaus and Heiau Sites Throughout the Hawaiian Islands: Island of Kauai; Island of Oahu; by T.G. Thrum ..... 143

**Assigned Readings II: Vol. 1: RETROSPECTIVES, TRIVIA AND MARITIME**

Read the Retrospective from one year (from 1877-1898). What was going—then read a second year from 1905-1932 and look at what has changed--how and why?

- 1932:** History in Honolulu Streets, by C.J. Lyons ..... 124  
**1882:** Bits of Unwritten History, by H.L. Sheldon ..... 128

**Assigned Readings III: Vol. 5: HAWAII-NEI: 1898-1910**

- 1899:** Honolulu in 1853, by W. Goodale and T.G. Thrum ..... 42—*try to compare to the*

*Honolulu you know*

- 1904:** Streets of Honolulu in the Early Forties, by G.D. Gilman ..... 106—*as with the earlier article, compare to modern Honolulu*
- 1906:** Extracts from an Ancient Log, by T.G. Thrum ..... 144—*note the interesting social and geographical relationships and how Honolulu becomes dominant*
- 1907:** Lahaina in Early Days, by G.D. Gilman ..... 162—*compare this to the modern image of Lahaina/Maui*
- 1908:** An Early Ascent of Maunaloa, A. Menzies and British Museum ..... 170—*one of the best early accounts of Hawaii at the initial stage of contact.*

We comply with all federal laws and guidelines including Title 9.

Chaminade University of Honolulu recognizes the inherent dignity of all individuals and promotes respect for all people. Sexual misconduct, physical and/or psychological abuse will NOT be tolerated at CUH. If you have been the victim of sexual misconduct, physical and/or psychological abuse, we encourage you to report this matter promptly. As a faculty member, I am interested in promoting a safe and healthy environment, and should I learn of any sexual misconduct, physical and/or psychological abuse, I must report the matter to the Title IX Coordinator. Should you want to speak to a confidential source you may contact the following:

- Chaminade Counseling Center | [808 735-4845](tel:8087354845).
- Any priest serving as a sacramental confessor or any ordained religious leader serving in the sacred confidence role.

**Academic Honesty**

Academic honesty is an essential aspect of all learning, scholarship, and research. It is one of the values regarded most highly by academic communities throughout the world. Violations of the principle of academic honesty are extremely serious and will not be tolerated.

Students are responsible for promoting academic honesty at Chaminade by not participating in any act of dishonesty and by reporting any incidence of academic dishonesty to an instructor or to a University official. Academic dishonesty may include theft of records or examinations, alteration of grades, and plagiarism.

Questions of academic dishonesty in a particular class are first reviewed by the instructor, who must make a report with recommendations to the Dean of the Academic Division. Punishment for academic dishonesty will be determined by the instructor and the Dean of the Academic Division and may range from an 'F' grade for the work in question to an 'F' for the course to suspension or dismissal from the University.

**SCIENTIFIC METHOD DEFINITIONS**

The **METHODS OF SCIENCE** are only tools, tools that we use to obtain knowledge about phenomena.

The **SCIENTIFIC METHOD** is a set of assumptions and rules about collecting and evaluating data. The explicitly stated assumptions and rules enable a standard, systematic method of investigation that is designed to reduce bias as much as possible. Central to the scientific method is the collection of data, which allows investigators to put their ideas to an empirical

test, outside of or apart from their personal biases. In essence, stripped of all its glamour, scientific inquiry is nothing more **THAN A WAY OF LIMITING FALSE CONCLUSIONS ABOUT NATURAL EVENTS.**

Knowledge of which the credibility of a profession is based must be objective and verifiable (testable) rather than subjective and untestable.

**SCIENCE** is a mode of controlled inquiry to develop an objective, effective, and credible way of knowing.

The assumptions one makes regarding the basic qualities of human nature (that is, cognitive, affective, behavioral, and physiological processes) affect how one conceptualizes human behavior.

The two basic functions of scientific approach are 1) advance knowledge, to make discoveries, and to learn facts in order to improve some aspect of the world, and 2) to establish relations among events, develop theories, and this helps professionals to make predictions of future events.

Research Design And Counseling  
Heppner, Kivlighan, and Wampold

A **THEORY** is a large body of interconnected propositions about how some portion of the world operates; a **HYPOTHESIS** is a smaller body of propositions. **HYPOTHESES** are smaller versions of theories. Some are derived or born from theories. Others begin as researchers' hunches and develop into theories.

The **PHILOSOPHY OF SCIENCE** decrees we can only falsify, not verify (prove), theories because we can never be sure that any given theory provides the best explanation for a set of observations.

Research Method In Social Relations  
Kidder

**THEORIES** are not themselves directly proved or disproved by research. Even **HYPOTHESES** cannot be proved or disproved directly. Rather, research may either support or fail to support a particular hypothesis derived from a theory.

Scientific research has four general goals: (1) to describe behavior, (2) to predict behavior, (3) to determine the causes of behavior, and (4) to understand or explain behavior.

Methods In Behavioral Research; Cozby

In order to verify the reliability and validity of scientific research it is important to replicate the results. It is the preponderance of evidence that establishes/supports the theory.

<http://allpsych.com/researchmethods/replication.html>