Developing an interdisciplinary, discursive methodology to ‘see’ government emblems

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DESIGN HISTORY
NEW CITY OF MELBOURNE LOGO
What purposes do emblems serve?

Why do governments sometimes use more than one?

Why do they get replaced regularly?
What is a healthy design history?
What is a healthy design history?

- Interesting
What is a healthy design history?

- Interesting

- Relevant
What is a healthy design history?

- Interesting
- Relevant
- A ‘backbone’ for design practise
Design history is sick
Design history is sick

Symptoms
Design history is sick

**Symptoms**

- Irrelevance
Design history is sick

**Symptoms**

- Irrelevance
- The same old thing
Design history is sick

Diagnosis

- A vision problem
Design history is sick

Diagnosis

- A vision problem ie a problem of **methodology**
Design history is sick

**Prognosis**

- Alternate methodologies will increase range of vision
Design history is sick

Prescription

Various methodological remedies
Design history is sick

Prescription

Various methodological remedies

- Marxist
Design history is sick

**Prescription**

Various methodological remedies

- Marxist
- Feminist
Design history is sick

**Prescription**

Various methodological remedies

- Marxist
- Feminist
- Annales
Design history is sick

**Prescription**

Various methodological remedies

- Marxist
- Feminist
- Annales
- Discursive
Annales

- ‘History examined in an inter-disciplinary way’
  —Editorial statement in Annales d’histoire économique et sociale, 1937
Annales

- ‘History examined in an inter-disciplinary way’
  —Editorial statement in Annales d’histoire économique et sociale, 1937

- Historical accident
Foucault

- 20th century French philosopher
Foucault

- 20th century French philosopher
- extended Annales school approach