

Application for a PhD stipend

PhD stipend No. 562/06-19-24682 _____

1. Name: Selim Ökem _____

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6. Degree: B. Arch, M.Sc. (Diplomas are enclosed) _____
(Please enclose a copy of your Diploma)

7. Other relevant education:- _____

8. Title of final project: _____

9. Previous PhD studies (Ongoing) **YES** ☒
NO ☐

If YES, what subject: (Ongoing) Reading the Architectural Discourse: Example of Peter Eisenman Texts _____

Which institution: Yıldız Technical University, Institute of Science _____

Date of commencement: 1998 _____ **Date of termination:** 2004 _____

10. In which period do you apply for the stipend: _____

The whole period: **YES** ☒
NO ☐

If NO, please state the period: _____

11. Do you receive, or have you **YES** ☐
applied for other means of financing **NO** ☒

If YES, please state what kind of support, the period and the amount granted:

12. Do you expect to have paid work besides the PhD study:

YES

☒

NO

☐

If YES, please state the nature and the extent: During the time of research, I can assist lectures, process the data of ongoing researches. _____

13. Brief description of the PhD project: _____

(Proposal for study plan enclosed)

The research proposal is aimed to take place in the Area 2. With the help of Semiological Theories the purpose is to define a critical design methodology. The human thinking, as we learned from semiology, is based on conceptual and perceptual oppositions. We have a strong urge to categorize what we see, what we feel and think and we do it in pairs. We also tend to favor one of these pairs i.e. conceptual oppositions like good, bad, sour, sweet. The favored concepts have a reign over what we design. The research, in this sense should aim to ask: "Is it really possible to use our disfavored conceptual opposition pairs and make a design accordingly?" The questions expected to arise could be:

What are the main conceptual oppositions in the design of a chosen product?

Which of these oppositional pairs are favored?

Is it possible to show that the disfavored opposition can well be a starting point of design?

What would a product designed by the disfavours look like and what differences would it have from its brother designed according to our favors?

The research has to do with the literal critical methodology introduced by Jacques Derrida and it can be seen as his methodology applied to product design. The research also deals with semiological theories prior to Derrida. The product that the research will be conducted on is thought to be home or office furniture.

Date: 21/06/2004 _____

Signature: _____



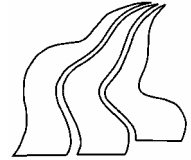
LIST OF ENCLOSURES

- 1. List of enclosed material**
- 2. Diploma**
- 3. List of publications**
- 4. Curriculum Vitae**
- 5. Proposal for a study plan**

4 copies of each of the documents and publications must be submitted

Proposal for a Study Plan

The total 3 year research program is divided into 3 or for main study areas. Each study item preceeds the other and is planned to last 3-4 months. According to this framework the study plan should look like:



Frist Year

Literature Research

Research on Semiological analysis techniques

Interview with the producers and users and defining the conceptual oppositions

Design of 1st category products (products that are designed with favored conceptual oppositions)

Second Year

Research on critical methods

Critics on the 1st category products.

Design of 2nd category products (products that are designed with disfavored conceptual oppositions)

Third Year

Comparison of 1st and 2nd category products

Making prototypes

Defining usergroups and applying surveys

Conclusion