

A Digital Craftsmanship Model for Design Learning and Student Engagement

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Abstract:

Meisen textiles are known for their bold colours, innovative dyeing methods, and distinctive pattern designs. Yet the creative processes behind these textiles how ideas are formed, how colours are chosen, and how patterns evolve are rarely documented and increasingly difficult for students to access. This concept paper introduces a Digital Craftsmanship Model that reimagines Meisen as a learning resource for design education. The model uses digital archiving, process videos, and pattern documentation not to replicate traditional techniques exactly, but to make the creative decision-making behind Meisen visible and learnable for students. It proposes a three-part approach: (1) exploring digital marketing to understand how Meisen can speak to contemporary audiences, (2) building digital archives that capture design steps and visual experimentation, and (3) encouraging collaboration with artisans, cultural organisations, and local stakeholders. This framework allows students to engage directly with Meisen's heritage while developing skills in design thinking, creative analysis, and cultural storytelling. By framing Meisen as both a cultural asset and a platform for digital-era learning, this paper offers a practical pathway for connecting traditional crafts with new generations of learners.