

COURSE CONTENT

Course Code	DR2000
Course Title	Conceptual Design
Pre-requisites	NIL
No of AUs	3
Contact Hours	39 hours studio contact

Course Aims

This intermediate level course examines the framework of the studio method as a critical methodology in design practice. It is integrated as a practice-based learning experience that develops students' conceptual and formative ability in the creation of objects, services and interfaces. This methodology will allow you to approach the conceptual aspects of your designs at a higher level in your study of product design in years 3 and 4.

Intended Learning Outcomes (ILO)

By the end of the course, you should be able to:

1. Identify and discuss conceptual and critical design methods used in the design of objects and services.
2. Generate and refine conceptual ideas using areas such as language, imagery, fantasy, connotations, metaphors and semantics through various physical and/or digital media.
3. Apply conceptual and critical design methods to realize design projects based on various themes.
4. Present your design projects in a clear and cohesive manner through visual presentations and virtual/ physical objects.
5. Constructively discuss and critique conceptual and critical design methods and presentation techniques employed in your own work and the work of your peers.

Course Content

This course focuses on connecting the worlds of objects, experiences and meanings through a conceptual framework. It introduces the student to the importance of juxtaposing new and contradictory design situations with the task of understanding and resolving them. Subjects are examined through a conceptual lens: studying different aspects of semantics, imagery, perception, behaviour, beliefs, culture as structural frameworks in the development of ideas. Output includes, but is not limited to conceptual objects, user interactions, anthropomorphic interfaces, event/service situations, environmental installations, temporal experiments etc. Teaching in this studio course is by lecture, presentations, projects and assignments.

Conceptual Design Framework in the Creative Process

The course begins with an introduction on the importance of placing ideas into a context that is driven not just by its form and function as the design genesis but instead through a tangent that looks at the design process conceptually prior to the practice of design – a pre-theoretical approach to design by looking at why and how the creative process operates. Content here will critically examine of the design process itself, looking at the methodology designers take for granted in their creative and production activity.

Design as Discourse/ Critical Design

You will be introduced to the practice of critical design and its variants - such as speculative design and discursive design, and how they serve as powerful tools for discourse about the design of the world. These 'tools of design' are critiqued and explored through the use of language, imagery, fantasy, connotations, metaphors, semantics in the conception and development of students' projects.

Conceptual Design projects

You will apply conceptual and critical design methods to realize design projects based on various themes.