



TAYLOR'S UNIVERSITY

Wisdom • Integrity • Excellence

SCHOOL OF ARCHITECTURE, BUILDING & DESIGN

Research Unit for Modern Architecture Studies in Southeast Asia

Foundation of Natural Build Environment (FNBE)

INTRODUCTION TO DESIGN - ARC30205

Prerequisite: None

Lecturers: Ms Delliya Zain, Ms Sufina and Ms Reene

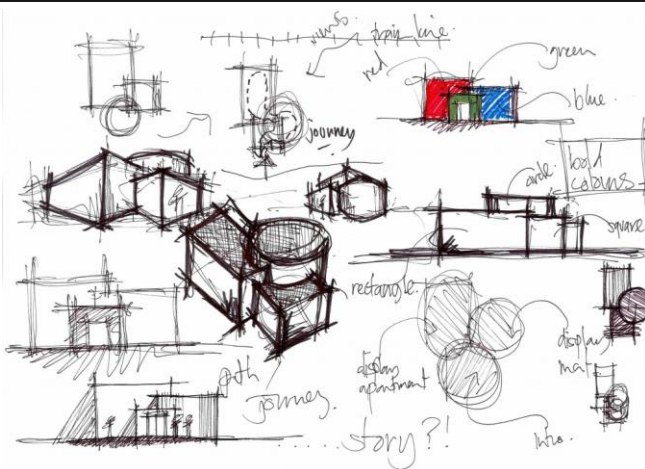
The Design Process Journal

Design Process

20% Individual (out of the 100% overall marks)

Submission Date: 20th March, 17th April, 15th May (present) and 26th June

Introduction



<http://janecameronarchitects.com/wp-content/uploads/2011/06/Jane-Cameron-Architects-Design-Process1.jpg>

The Design Process Journal is an assignment for students to become familiar with “design process”. This design process will contribute to the final project “Project 2B – The Lego Miniature Mobile Display”. Before starting any design works, a designer will need to understand their client and the client needs. In this situation the client is the Lego miniature and his needs to have a hanging mobile display. The “process” basically will require the students to understand the Lego miniature character thoroughly to come up with interesting ideas. Through the Design Process Journal, students will develop and explore ideas for The Lego Miniature Mobile Display.

Objectives of Assignment

The objectives of this assignment;

1. To learn the design process and design components such as sketching, drawing conventions, observation, investigation and production of presentation.

Learning Outcomes of this Project

On successful completion of this subject, students will be able to demonstrate the following:

4. To be familiar with the design process, investigation, observation and interpretation in simple projects

Tasks - Methodology

Individually students are required to prepare and develop sketches of ideas and research about their Lego miniatures. The student's tasks are divided into 4 parts and are detailed as follows;

- 1. DPJ 01 Understand your Lego Miniature Toy Character (INVESTIGATION & EXPLORATION)**
 - Students are required to do a thorough research on their Lego miniature toy character and tabulate all the important information. To conclude their findings students are required to create a Magazine Cover that feature the toy character.
- 2. DPJ 02 Key Words and Ideas Generating (TRANSFORMATION & EXPLORATION)**
 - From the research in DPJ 01, students are required to select 2-3 adjective keywords and for each keyword students are required to transform and translate it to design elements and principles such as lines, shapes and forms. For each key word idea, students will then have to create a geometric abstract art work to conclude their exploration and understanding.
- 3. DPJ 03 What Makes a Good Hanging Mobile & Initial Ideas (EXPLORATION)**
 - Students are required to investigate and understand what is a hanging mobile is and what makes a good hanging mobile. Students are required to present their findings as a pin up presentation and addition to that they are required to present their 3 proposals of their hanging mobile idea (initial ideas) during tutorial session.
- 4. DPJ 04 The Design Process Journal Compilation and Hardcopy Portfolio**
 - Students are required to submit a folder which will include all works and sketches of their Projects, Design Process Journal, activities and worksheets etc. An additional component is the Hardcopy Portfolio. An example will be shown in class.

Each DPJ task will be informed and posted on FB page and TIMES. Please follow the requirements.

Submission Requirement

This is an individual assignment. Students are required to follow the instructions stated in this brief.

- All design process must be produce on the given template. These templates can be printed on ANY type of suitable paper.
<https://drive.google.com/file/d/0B3873dsozMJOVFXNnVJQlo5N1E/view>
And this is the assessment sheet – only provide one on the last page of each DPJ:
<https://drive.google.com/file/d/0B3873dsozMJOUTNPWHUxLVhscEU/view>
- Students are supposed to use A4 paper however if they use A3 paper they can always fold it into an A4 size for submission.
- All documentation must **be hand written and hand drawn**. Minimal printed images are allowed – not more than 20% - Architecture handwriting.
- For the submission please put it in a clear plastic envelope.
- The submitted work should try visual note taking style or mapping. Students should produce diagrams, doodles and sketches. Students may use pencil colours or coloured pens etc.
- Student **must SCAN their work before submission** and upload it to their Eportfolio.



Clear plastic folder for submission.

Please write your name, tutor name and the DPJ number clearly and place it where it is clearly visible.

Assessment criteria

The assessment for this assignment will be based on your

- **Demonstrate understanding of each task & clarity of the idea process** (*meeting the requirements*)
- **Importance, depth and appropriateness of content** related to the weekly topic (*substance*)
- **Originality, creativity and workmanship of the final outcome** of each task (*delivery*)

Marking criteria

DPJ 01, 02 and 03 are will be mark as follows; (do refer to the assessment sheet template)

- | | |
|---|------|
| • Demonstrate understanding of each task & clarity of the idea process | 40% |
| • Importance, depth and appropriateness of <u>content</u> related to the weekly topic | 30% |
| • Originality, creativity and workmanship <u>of the final outcome</u> of each task | 30% |
| (10%) Total: | 100% |

The final compilation & hardcopy portfolio will be mark as follows;

- | | |
|--|------|
| • Complete submission of all component and organised systematically | 40% |
| • Originality, creativity, clarity and workmanship of the hardcopy portfolio | 60% |
| (10%) Total: | 100% |
| TOTAL : 20% | |

Suggested References

These are just some links to inspire you;

1. **All about Learning. Design Thinking.**
<https://www.youtube.com/watch?v=3sOeSkTUTA0>
2. **Architectural Concept & Design Process**
<https://www.youtube.com/watch?v=aPUzUXfGWBQ>
3. **DISCOVER DESIGN: A Student Design Experience**
<http://discoverdesign.org/design/process>
4. **5 Types of Architecture Design Process**
<http://www.slideshare.net/dotm/5-type-of-architecture-design-process-by-wan-muhammad?related=1>
5. **Generating Architectural Concepts & Design Ideas**
<http://www.slideshare.net/dotm/generating-architectural-concepts-design-ideas>
6. **The Importance of Diagrams**
<http://blog.buildllc.com/2011/02/the-importance-of-diagrams/>
7. **The Importance of Concept**
<http://blog.buildllc.com/2013/06/importance-of-concept/>
8. **Yves Béhar : Why Designers Should Be In Love With The Process**
<https://www.youtube.com/watch?v=DXv2oAlHkdM>