



SCHOOL OF ARCHITECTURE, BUILDING & DESIGN

Research Unit for Modern Architecture Studies in Southeast Asia

Foundation of Natural Build Environment (FNBE)

INTRO TO DESIGN - ARC30205

Prerequisite: None

Lecturers: Ms Delliya Zain & Ms Shazreene Shamsuddin

FINAL PROJECT

The Lego Miniature – Hanging Mobile Display

15% Group Work + 25% Individual (out of the 100% overall marks)

PART 2A - Group Work – The Process: 30th October 2015 at CODA

PART 2B - Individual Submission: 10th December 2015 at CODA

Introduction

The aim of Project Two is to explore the transformation from 2D elements to 3D form. In **the first part students will be playing with the shapes, forms, and materials and transforming it into a 3D geometric abstract art piece to suite a certain given word or phrase.** Students are required to explore the given words and translate it into “design elements” and “design principles” to transform it into a 3D geometric art work. The end product will be a 3D artwork that instantly reflects the given word.

In the second part of this project, individually student will create a 3D hanging mobile display for their Lego miniature toy implementing the design elements and principles. This hanging mobile display will be supported by presentation boards.

Objectives of Project

The objectives of this project;

1. To form a comprehensive understanding of the basic principles, elements and design process at an appropriate level.
2. To apply skills and basic knowledge acquired to a range of assignments, to which they will be required to deliver visual and verbal reports, production of presentation, observation, and gathering of information.

Learning Outcomes of this Project

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

1. To be able to explain the application of basic design elements and design principles in simple projects.
2. To be familiar with the design process, investigation, observation and interpretation in simple projects.

Tasks - Methodology

PART 2A – 3D EXPLORATION – group work 15%

This is a group project and it requires the students to follow the following instructions and schedule. The main task is to translate the given word into shapes and forms and using the right design principles into 3D form(s). Students will need to first understand thoroughly and explore the given word. Then they will need to go through 3-4 stages of transformation that will be executed during tutorial class.

The first process is to develop the 2D elements such as simple geometric shapes or lines that will best reflect the given word as drawings and eventually extrude it as planes using model boards. The second stage, the best 2D ideas from the first stage will then go through a 3D process using polystyrene and cardboard box. The third stage students are required to use different type of materials of their choice to make the selected 3D that best reflects the word. Please refer to the weekly instructions. (Week 10, 11 and 12)

For the final submission and presentation, students are required to produce the “FINAL 3D MODEL” that best reflect the given word combining or selecting the best method and materials that was explored during the tutorial sessions. This model should be in a hanging format like a hanging mobile. For the final submission students are also required to prepare some simple explanation boards. Please refer to the given guidelines for the final presentation and submission.

Randomly students will be given one of these words;

1. FLARE	2. STRETCH	3. DISSECT
4. INTERSECT	5. PROTRUDE	6. ROTATE

Please follow this weekly schedule;

Week 10	<p><i>Preparation for tutorial on the 8th of October after Lecture</i></p> <p>a. In groups students are required to understand and explore the meaning of the given word. After group discussion and brain storming, students are required to prepare mind maps, definitions, images to support the word and as inspirations for the next part. <i>(Do whatever it takes to understand and explain the word).</i> Prepare these documents for pin up presentation on any type of paper.</p> <p>b. Do a quick research about the architect that is your group name. Collect photos of building that he designed and select those that could represent your word. Try to understand the material and techniques or his design principles when designing a building. Present this information during tutorial.</p> <p>c. Next students are required to prepare 2D drawings explorations on A4 size tracing papers overlay on top of grid paper for each category stated below. These 2D drawings are translation of the meaning or actions of the given word in simple design elements such as lines & dots and shapes. This is what you are required to draw to translate the given words into elements of design;</p> <ol style="list-style-type: none"> 1. Translate the meaning or actions of the word into LINES or DOTS or both together. <i>Minimum 3 drawings to show options</i> 2. Translate the meaning or actions of the words using one type of shape. <i>Minimum 3 drawings to show options (each can be one different type of shape)</i> 3. Translate the meaning or actions of the words using element and styles from your architect’s building designs. <i>Minimum 3 drawings to show options</i>
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<p>W10 8th Oct</p>	<p><u>SESSION A – 1 hours - after lecture session</u> Everyone has to pin up all at the same time. You will present all the items as mention above (Preparation for tutorial) and from there we will choose a few drawing for you to translate into 3D planes model for SESSION B.</p>
<p>W10 9th Oct</p>	<p><u>SESSION B – 3 hours</u> We will treat all tutorial session like a workshop. Everyone has to attend the tutorial session on time. It will be like a directed workshop and we will do things in sequence therefore it is important everyone should be in the classroom on time.</p> <p>Students are required to make a 3D plane models base on the art work from SESSION A using model boards on an A4 size sandwich form board as the base. Minimum one different models for each categories as follows;</p> <ol style="list-style-type: none"> a. Model derive from the lines or dots drawings b. Model derive from the shape drawings c. Model derives from your architect buildings. d. Model derive from new ideas or inspiration (optional) <p>Students are required to do this in class and finish it in class. You are required to bring your own stationaries, butter paper, grid paper, uhu glue, masking tape, compass, ruler, cutting mat, plastic bag for rubbish, and boxes to keep safe your models.</p>
<p>W11 16/10</p>	<p><u>SESSION C</u> In groups you are required to transform those simple planes models into solid forms using thick polystyrene boards, brown cardboard box and mixture of both of them. Minimum one different model for each categories as follows; (<i>A4 size sandwich form board as the base</i>)</p> <ol style="list-style-type: none"> a. Model using polystyrene only b. Model using brown cardboard box only c. Model using both polystyrene and brown cardboard box together <p>All 3 models could be in different style of arrangements or elements. It does not have to be based from the models in SESSION B. Students are required to do this in class and finish it in class. You are required to bring you own stationaries, butter paper, grid paper, uhu glue, masking tape, compass, ruler, cutting mat, plastic bag for rubbish, boxes to keep safe your models. Maybe you will need to wear face mask for this session as you will be dealing with the dry foam. (do bring sand paper)</p>
<p>W12 23/10</p>	<p><u>SESSION D</u> In Session D students will do their own exploration at their own time and will need to just post up photos and description of their work on the FB group for final approval. There will be no tutorial session for this; however it will be an online tutorial. Students must upload their photos of their models by 3PM on the 23rd of October. Lecturers will reply as soon as possible before the end of the day. As a group you can choose any materials to make the model and we would like to see the different types of models as follows;</p> <ol style="list-style-type: none"> a. Model using one type of your selected material b. Model using a few types of your selected materials (max 3 materials) c. Model using any material of the your choice combine materials in session B and C <p style="color: red; text-align: center;"><<<If students do this earlier. We can meet up on the 20th of October.>>></p>

W13 30/10	29th October - LECTURE – No lecture to allow students to finish their work PRESENTATION – 30th October 2015 Students are required to present the best model that best represents their word . This model needs to be hanging like a mobile . To support this presentation, students are required to prepare a simple presentation board. Please refer to the requirements and diagrams of the presentation required.
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PART 2B – HANGING MOBILE DISPLAY – individual work 25%

Individually students are required to apply the process that they have learnt from Project 2A into this Part 2B. **Students are required to create an abstract hanging mobile display for their Lego miniature characters.**

Tutorial 01 – Week 14

Through the Design Process Journal students have already understand their Lego miniature characters and selected some interesting key words that best reflect the Lego miniature character. For DPJ03 students are required to understand what a hanging mobile is, how to make a hanging mobile, what makes a good hanging mobile and collect some inspirational mobile images that could be applied to their design. With the information from DPJ01 and DPJ02, students are required to refine their understanding and present it again as a pin up presentation with 2-3 different design proposals for the hanging mobile display.

Basically for the first tutorial session students are required to present DPJ03 (all about the hanging mobile display), DPJ01 (all about the character), DPJ02 (exploration of words and transformation into design elements and principles) and minimum 3 different ideas for the hanging mobile display derived and inspired from the key words in DPJ02. It is best for students to come with mock up models for each idea not just drawings and sketches.

Task: Individually present DPJ 01, DPJ 02, DPJ 03 and 3 different ideas with drawings, inspirational pictures, references and mock up models. **We will give marks for progress and development for this session both for DPJ03 & the design proposal. Please see the assessment sheet.**

Tutorial 02 – Week 15

Students are required to represents their new refine ideas as commented at the previous tutorial. Students are also required to start showing their presentation board's ideas, inspiration, materials and draft layout on A3 papers. And show how you plan to execute the presentation boards. (Example using markers etc.)

Task: Individually students to present new refine ideas (model & drawings) and presentation board's ideas and draft.

Tutorial 03 – Week 16

Students are required to show orthographic drawings of their design and a more refined model. It is best to get the idea approve at this week

Task: By appointment students are required to show refined ideas of the model and show through mock up model how it will hang and show some drawings and draft layout and information of the presentation boards. **- must get final approval!**

Tutorial 04 – Week 17

Students should show improved progress of their model, drawings, presentation layout, details and materials content of the presentation board.

Task: Show model, drawings and presentation boards layout draft. – **should be 50% done.**

FINAL PRESENTATION – Week 18

All works will be setup at the CODA gallery. Student will briefly present their work not more than 5 minutes to guest panels and lecturers. Setting up time is at 8AM-9AM. Presentation time will be at 9AMP- 1PM.

Task: Prepare and present final model and final presentation boards.

Submission Requirement

PART 2A – Submission Week 12 – 8th of May 2015, Friday 3PM

- The abstract models should start from regular and irregular geometric shapes. Use the grids to help you create these new shapes and arrangements. You will need to use basic shapes to get organic shapes.
- The model and drawings should not look like any human or animals figure or features, logo, symbols, fonts or any other graphic images or characters.
- It should only be about the meaning and action of the word. You do not need to create any new concept or any story line. The idea is to create a model that reflects the word using simple shape and forms.
- The final model should NOT be more than 400mm wide and 600mm in length. Minimum size is 300mm wide and 500mm in length. You may use any material to hang the model.
- You may colour the final model maximum 3 colours. Choose and plan wisely how you want to colour the model. Please seek advice from your tutors.
- Please take pictures of the process and upload it to your e-portfolio.
- Each group will need to give a verbal presentation about their work. Not more than 5 minutes.
- **The presentation boards should explain about the process of transformation, the elements used and the materials used. All should be hand drawn and hand written with ARCHITECTURAL HANDWRITING! Avoid writing long sentences and paragraph. Use diagrams to explain.**
- You may use any type of media to prepare the drawings and diagrams except digital!
- You may use any kind of paper for the presentation explanation however the layout, size and base please refer to **FIGURE 01 on the last page of this brief page 8 and 9.**
- **All process models should be on A4 size with sandwich form board as the base.**

PART 2B – Submission & Presentation Week 18 – 19th of June 2015, Friday @CODA

- Students may use maximum of 3 different types of materials to produce the hanging mobile display structure.
- The hanging mobile display should focus on the design elements and principles that are suitable with the toy character or the key word or approached selected.
- The hanging mobile display structure should not have any graphic visuals such as cave or flower or graphic details such a cracks or a drawing of screws or pattern or trees or any symbols. It should only be produce from simple basic lines, basic colors, geometric shapes, planes or volumes.
- The size of the hanging mobile display should be NOT be more that 500mm x 500mm in width and 700mm max in length. **Not less** than 300mm x 300mm in width and 500mm in length.
- Students may prepare the drawings and information on any type of presentation board and using any type of medium.
- **A2 presentation boards** with the followings details;
 - It is compulsory for the students are required to draw the plan OR top view, min 3 elevation, one section and one perspective or axonometric of the proposed display box. These drawings are ORTHOGRAPHIC DRAWINGS TO SCALE! 1:1 or 2:1 and please use a ruler it's not freehand.

- The boards **MUST** include a brief introduction of your task, brief information about your toy character, the selected keywords and design process, how the hanging mobile display functions etc.
- Must give a “name” to the proposed hanging mobile display on the presentation board.
- All drawings, sketches and diagrams must be hand drawn and text to be hand written as architectural handwriting using pencils OR pens.
- Student may use any kind of medium, materials and architectural technique to produce the drawings BUT **collage or reprinting is NOT acceptable.**
- Drawing techniques must follow the basic architectural hatching, architecture conventions, architectural graphic, line weight, symbols etc. Must label all drawings and illustrations with scale and proper annotations.
- The A2 drawing board orientation could be all landscape or all portraits only. Maximum 3 and minimum 2 A2 boards.
- Please add your name, id number, Intro to Design FNBE AUGUST 2014 and Taylor’s logo professionally on the board.

Tips: Please refer to the DK Ching book for presentation layouts and preparation.

All sketches, doodles, research, planning, discussion to be place in the e-portfolio. It’s the responsibility of every student to make sure they record the process and final product of their work.

Assessment criteria

The assessment for this assignment will be based on your

- Demonstrated understanding of design concept/ideas, design process, design element, design principles, composition, transformation of 3D forms and how it is being applied to the presentation boards and the hanging mobile display. *(and progress)*
- Originality, creativity, aesthetic value and workmanship quality of the model, the 3D hanging mobile display, presentation boards design and layout, drawings, graphics, diagrams and overall presentation.
- Clarity, depth of content, the use of diagrams and the use of design vocabularies of the explanation and descriptions.

Marking criteria

PART 2A – 15%

- Demonstrated understanding of design concept/ideas, design process, design element, design principles, composition, transformation of 3D forms and how it is being applied to the presentation boards, the hanging model and the word. (*and progress*) 30%
- Originality, creativity, aesthetic value and workmanship quality of the model, the 3D hanging mobile display, presentation boards design and layout, drawings, graphics, diagrams and overall presentation. 50%
- Clarity, depth of content, the use of diagrams and the use of design vocabularies to explain and describe the process and ideas. 20%

TOTAL: 100%

PART 2B – 25%

- Demonstrated understanding of design concept/ideas, design process, design element, design principles, composition, transformation of 3D forms and how it is being applied to the presentation boards and the hanging mobile display model. (*and progress*) 30%
- Originality, creativity, aesthetic value and workmanship quality of the model, the 3D hanging mobile display, presentation boards design and layout, drawings, graphics, diagrams and overall presentation. 50%
- Clarity, depth of content, the use of diagrams and the use of design vocabularies to explain and describe the process and ideas. 20%

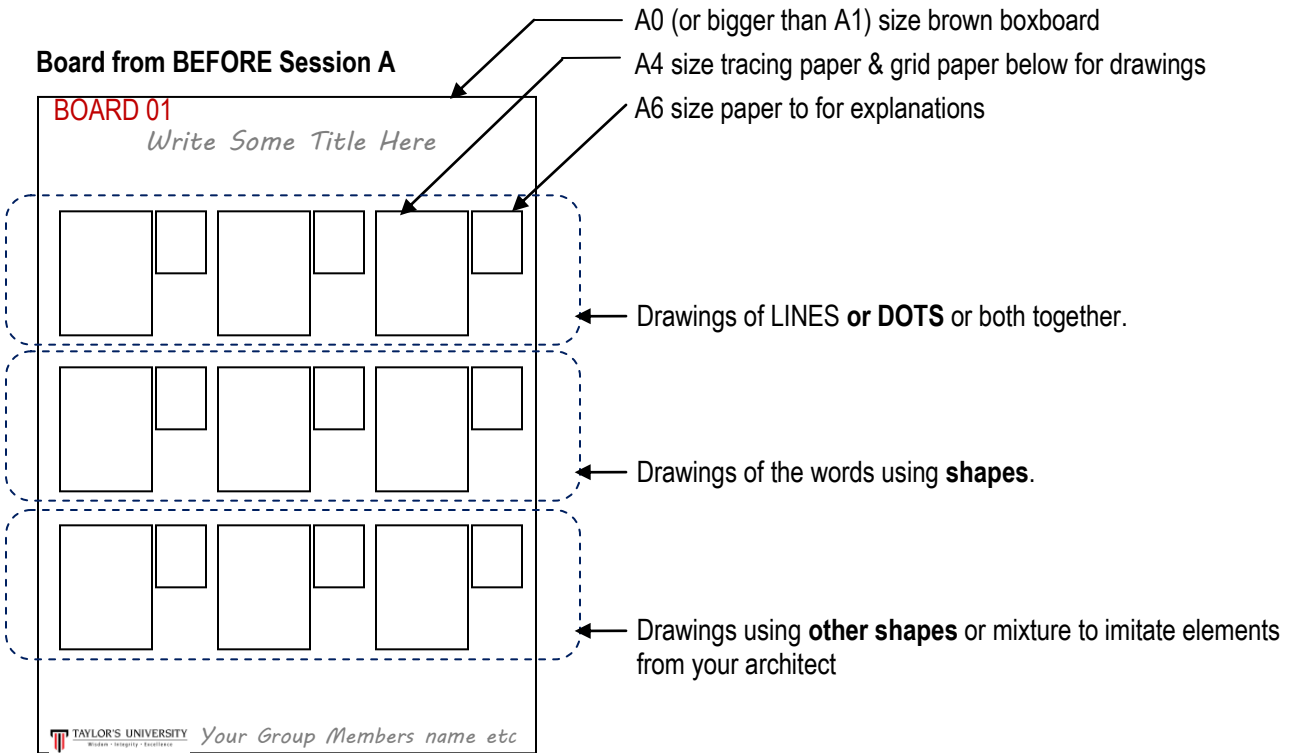
TOTAL: 100%

NOTE: PLEASE BE INFORMED THAT INDIVIDUAL COMPONENTS IN GROUP WORKS IS EVALUATED BASED ON PEER EVALUATION AND INSTRUCTOR'S EVALUATION ON INDIVIDUAL PERFORMANCE OF A GROUP MEMBER.

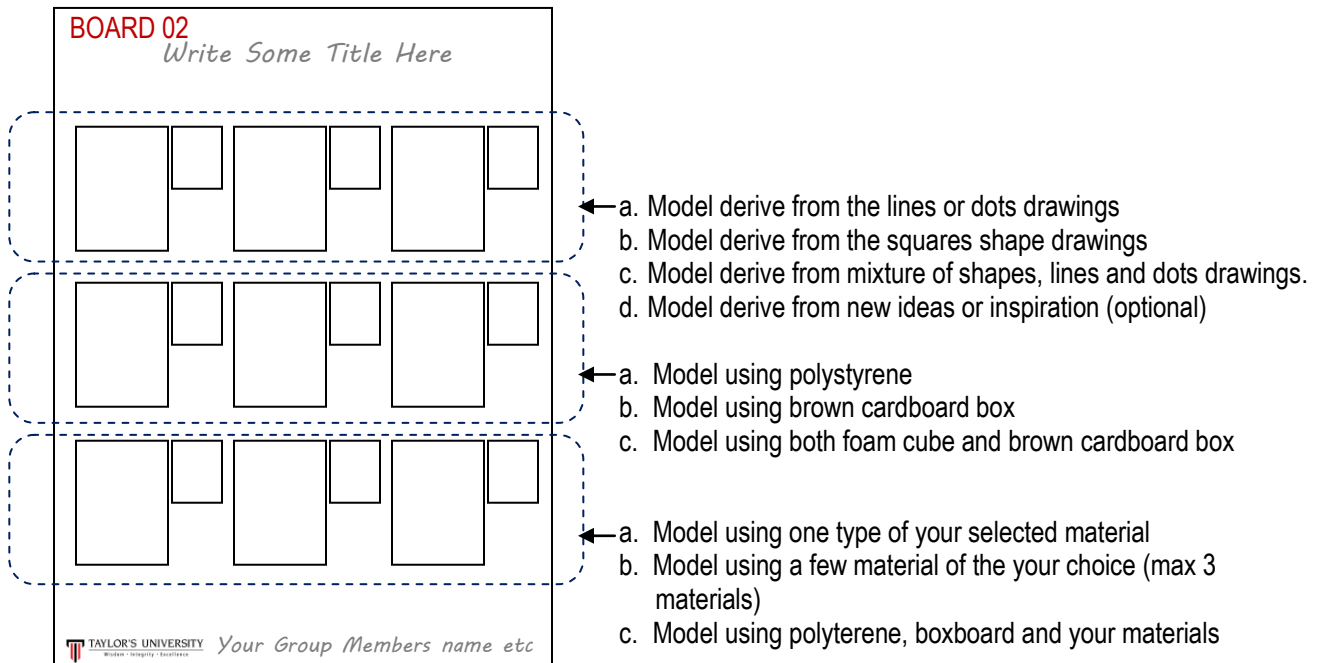
Suggested References

1. **3D Design Principles -**
http://faculty.wvu.edu/schadeb/dsgn250/website/images/DSGN250_3ddesignprinciples.pdf
2. **The Elements and Principles of Three-Dimensional Design**
<http://www.bishoplynch.org/document.doc?id=2466>
3. **Elements & Principles of Three-Dimensional Design**
<https://prezi.com/ycic1ym0w8oc/elements-principles-of-three-dimensional-design/>
4. **THREE DIMENSIONAL ELEMENTS AND PRINCIPLES OF ORDER:**
<https://passart.wordpress.com/sculpture/3d-design-elements-and-principles-of-design/>
5. **ART 314 - 3D Visual Principles**
<http://newmediaabington.pbworks.com/w/page/29319669/ART%20314%20-%203D%20Visual%20Principles>

FIGURE 01 – Diagram for Project 2A submission



Board from SESSION C, D & E



Presentation arrangement at CODA for Part A

Hang from the rod above in CODA



Explanation about ur architect etc and ur exploration about ur word!

A2 size

Explanations to show design process of the final outcome model etc

A2 size



BOARD 01
Write Some Title Here

TAYLOR'S UNIVERSITY *Your Group Members name etc*

BOARD 02
Write Some Title Here

TAYLOR'S UNIVERSITY *Your Group Members name etc*