NIRMA UNIVERSITY COMMUNICATION DESIGN PROGRAMME Bachelor of Design, Department of Design Year III, Semester VI

Course Code	CDSK 321
Course Title	Introduction to Space Design

Course Learning Outcomes (CLO):

At the end of the course the students will:

- 1. Design a spatial experience for a museum, cultural space, retail environments etc.
- 2. Develop visual narratives combining images, text, colour, elements and principles of design etc. to create an interactive space
- 3. Apply cognitive and interaction principles that will help enhance the design brief
- 4. Demonstrate understanding about the Principles of Space and spatial perception

Syllabus:

Total Teaching hours: 90

Unit 1: Principles of Space creation

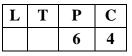
- 1. Understanding Space: Envelope and contents
- 2. Understanding Space and Users: Scale and Perception
- 3. Understanding Cultural language of spaces
- 4. Understanding Types of Spaces: Personal, Collective, Public- Social, Commercial, Cultural, Political, Motivational, Corrective etc.

Unit 2: Visits to Museums, Cultural Spaces and Retail Environments (Field Work and Online Virtual Study) Teaching hours: 24

- 1. Understanding Concept, Stakeholders involved, including the intended audience
- 2. Analysis of Experiences and decoding of elements involved
- 3. Analysis of Display elements, structures, materials etc.

Unit 3: Concept Development for creating an Experiential Space Teaching hours: 24

- 1. Development of a Design Brief
- 2. Research on theme/subject
- 3. Concept note preparation



Teaching hours: 09

Unit 4: Design of Spatial Contents

- 1. Content Development
- 2. Design Detailing
- 3. Modeling and Prototyping/ Digital Walkthroughs

Suggested Readings:

- The Bazaar: Markets and Merchants of the Islamic World, Authors: Walter M. Weiss (Author), Kurt-Michael Westermann (Author, Photographer), Publisher: Thames & Hudson, 2001
- 2. The Electronic Bazaar: From the Silk Road to the e-Road, Author: Robin Bloor, Publisher: Nicholas Brealey Publishing, 2000)
- 3. *Exhibition Design: An Introduction,* Author: Philip Hughes, Publisher: Laurence King Publishing, 2015
- 4. *The Senses: Design Beyond Vision*, Authors: Ellen Lupton (Editor), Andrea Lipps (Editor), Publisher: Princeton Architectural Press (15 May 2018)
- 5. *Design is Storytelling*, Author: Ellen Lupton, Publisher: Cooper Hewitt, Smithsonian Design Museum, 2017
- 6. *As Seen: Exhibitions that Made Architecture and Design History,* Author: Zoë Ryan (Editor, Contributor), **Publisher:** Art Institute of Chicago, 2017
- 7. *Affordable Exhibition Design*, Author: Francesc Zamora, Publisher: Harper Design, 2011

w.e.f. Academic year _2019 and onwards Key: L= Lecture, T= Tutorial, P= Practical, C= Credit