

## **ID332 FORM IN ARTS AND DESIGN SYLLABUS FOR 2023-24 FALL SEMESTER**

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This course studies the theories of aesthetic principles, structures of three dimensional visual relationships and the methodology of form and space. Throughout the course, students will be offered a series of lectures, assignments and projects to build a sensitivity and an in-depth understanding of the 3D principles such as proportion, scale, movement, grouping, balance, hierarchy, structure, spatial tension and form and space. Lectures will cover various topics including the origin and history of aesthetics, concept of beauty, everyday aesthetics and how to apply these strategies to product design. A series of in-class exercises and assignments will further develop students' skills in assessing and verbalizing the aesthetic qualities of a composition with correct terminology and applying these methods into their own design processes. Students will develop skills in assessing the aesthetic, functional and conceptual aspects of form.

Upon successful completion of this course, students will:

- be able to assess and criticize the visual quality of a 3D composition with the correct terminology
- create more visually appealing forms by using the 3D principles covered in class
- understand the importance of and learn how to create visual dynamism, visual balance, spatial tension and movement through the application of 3D principles
- learn how to avoid visual chaos in 3D compositions

### **RECOMMENDED READINGS (Students do NOT have to buy these books!)**

- Hannah, Gail Greet (2002). Elements of Design: Rowena Reed Kostellow and the Structure of Visual Relationships. Princeton Architectural Press.
- Akner-Koler, Cheryl (1994). Three-Dimensional Visual Analysis. Reprint.

### **GRADING**

There may be minor changes in the grading scheme. Any planned changes will be announced in advance. The final deliverables of the first 4 projects are due on the finals' week. The grades for the other stages of the projects will be shared after each project crit. The final project grades will be shared after the final critics (date will be announced later).

Attendance- **20%**  
Rectilinear Study- **15%**  
Curvilinear Study- **15%**  
Planar Study- **15%**  
Axes Studies (angled, curved and bent axis)- **15%**  
Abstraction Study- **20%**

## OFFICE HOURS

On-demand appointments via e-mail.

## CLASS RULES

- Be punctual. If students are late to class, they may fall behind schedule, miss lectures, demonstrations or project critiques.
- Be prepared for each class by having completed all the assigned homework and deliverables in order to get timely feedback for your projects.

## WEEKLY SCHEDULE

Note: Any planned changes in the schedule will be announced in advance.

Week and Date	Content
<b>1</b> 5/10/23	<b>Introduction to Course</b> <b>Going Over Syllabus and Class Requirements</b> <b>Lecture 1</b> ( <i>short introductory lecture</i> )
<b>2</b> 12/10/23	<b>Lecture 2</b> <b>In-class discussions</b> <b>Assignment 1</b>
<b>3</b> 19/10/23	<b>Lecture 3</b> <b>In-class discussions</b> <b>Assignment 2</b>
<b>4</b> 26/10/23	<b>Introduction to Project 1</b> ( <i>going over the brief</i> ) <b>In-class work time</b> ( <i>start working on Project 1</i> ) <b>Assignment 3</b>

<b>5</b> 2/11/23	<b>Critics on Project 1</b> <b>Introduction to Project-2</b> In-class work time ( <i>start working on Project 2</i> ) <b>Assignment 4</b>
<b>6</b> 9/11/23	<b>Critics on Project 2</b> <b>Introduction to Project 3</b> In-class work time ( <i>start working on Project 3</i> ) <b>Assignment 5</b>
<b>7</b> 16/11/23	<b>Critics on Project 3</b> In-class work time <b>Assignment 6</b>
<b>8</b> 23/11/23	<b>Critics</b> <b>Introduction to Project 4</b> In-class work time ( <i>start working on Project 4</i> ) <b>Assignment 7</b>
<b>9</b> 30/11/23	<b>Critics on Project 4</b> In-class work time <b>Assignment 8</b>
<b>10</b> 7/12/23	<b>Lecture 4</b> <b>Introduction to Project 5</b> In-class work time ( <i>start working on Project 5</i> ) <b>Assignment 9</b>
<b>11</b> 14/12/23	<b>Critics on Project 5</b> <b>Critics on final deliverables</b> In-class work time <ul style="list-style-type: none"> <li>Keep working on Project 5 and the final deliverables of previous projects</li> </ul> <b>Assignment 10</b>
<b>12</b> 21/12/23	<b>Critics on Project 5</b> <b>Critics on final deliverables</b> In-class work time <ul style="list-style-type: none"> <li>Keep working on Project 5 and the final deliverables of previous projects</li> </ul> <b>Assignment 11</b>
<b>13</b> 28/12/23	<b>Critics on Project 5</b> <b>Critics on final deliverables</b> In-class work time <ul style="list-style-type: none"> <li>Keep working on Project 5 and the final deliverables of previous projects</li> </ul> <b>Assignment 12</b>
<b>14</b> 4/1/24	<b>Critics on Project 5</b> <b>Critics on final deliverables</b>

	<b>In-class work time</b> <ul style="list-style-type: none"> <li>Keep working on Project 5 and the final deliverables of previous projects</li> </ul> <b>Assignment 13</b>
Final Critics	<i>Date will be announced later</i> <b>Final critics of each project</b>