

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

L	T	P	C
		6	4

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

Teaching hours: 09

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

Unit 4: Design of Spatial Contents

Teaching hours: 33

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

Suggested Readings:

1. *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