

## **AMID-01 BASIC DESIGN**

### **Course Overview:**

Basic Design provides the framework for understanding design as a new language by sensitizing students to the conceptual, visual and perceptual issues involved in the design process.

### **Objectives of the Course:**

To impart an understanding of design process and provide knowledge of the principles of design and design elements. Exercises complement the lectures and ensure that the students learn to develop a series of compositions in two and three dimension.

### **Expected Skills / Knowledge Transferred:**

The course prepares ground for the students to gain an understanding into the fundamental issues in building design and develop the skill to create architectural and interior design solutions for simple problems.

### **Course Contents: Unit –I**

Introduction to Design- definitions and meaning of design, importance of design. Examples of design from nature. Fundamental elements of design in 2-D and their definitions; point, line, shape, form, space, texture, value, color and material. Introduction to the principles of design in 2- D and 3-D - unity, balance, symmetry proportion, scale, hierarchy, rhythm, contrast, harmony, focus, etc; use of grids, creating repetitive patterns.

Assignment: to compose patterns by incorporating the principles of design.

### **Unit – II**

Concepts of geometry- introduction to different 3-D forms and primitive forms, shapes and understand the behavior when combined. Transformations of 2-D to 3-D.

Assignment: to sketch the basic geometric forms and to analyze them based on transformation of simple to complex forms.

### **Unit – III**

Principles of composition using grids, symmetrical/ asymmetrical, rule of thirds, center of interest etc.

Assignment: to compose patterns using grids and to incorporate the principles.

### **Unit- IV**

Introduction – Physics, physiology and psychology of colors – visible spectrum, colored light, color temperature, color interaction, color blindness. Color Systems: Munsell, Ostwald, DIN, CIE, OAS, Kupper, Gerritsen, NCS, Color aid system, and color systems in practice, simplified color system, color terminology, special color issues, mixed color effects, effects of texture, using color systems.

### **Unit – V**

Color wheel – primary, secondary, tertiary colors, color wheel, color schemes color value, intensity, and modification of color hues – tints, shades, neutralization. Color charts – types, making and using. Color harmony, use of color harmony.

### **Unit – VI**

Psychological impact of color – warm, cool and neutral colors, impact of specific hues, meanings from color, color and form, color and light, color and surface qualities, color and distances and scales. Problems with color. Use of color in various functional contexts – Residential interiors, Non Residential interiors. Use of color in special situations – out door/indoor spaces, accessories, art works etc.

Assignment: Prepare a color wheel, and compositions based on color theory.

### **Unit – VII**

Color in Historic Interiors – Ancient Egypt, Greece, Rome, Early Christian and Byzantine, Middle Ages, Renaissance, Colonial America, Victorian Era, Eclecticism, Art Deco, Modernism, Post Modernism.

Note: In the end exam, which is a viva-voce, the students have to present the entire semester's work for assessment.

### **Reference Books:**

- Ching, Francis D.K. Architecture Form, space, and Order, 2<sup>nd</sup> ed. Van Nostrand Reinhold, New York, 1996.
- Hanks, A.David. Decorative Designs of Frank Lloyd Wright, Dover Publications, Inc. New York, 1999.
- Helper, E.Donald, Wallach, I.Paul. Architecture Drafting and Design, 3<sup>rd</sup> ed. McGraw-Hill Book Company, New York, 1977.
- John.F. Pile, Color in Interior Design, Mc-Graw Hill professional, 1st edition, 1997 • Johannes Itten, The Art of color, John Wiley & Sons; Revised edition, 1997
- Jonathan Pore, Interior Color by Design, Volume 2: A design tool for Home owners, Designers and Architects, Rockport publishers, 2005.
- Ethel Rompilla, Color for Interior Design, Harry N. Abrams, 2005.
- Itten, Johannes. Design and Form: The basic course at the Bauhaus, Thames and Hudson Ltd., London 1997.
- Krier, Rob. Architectural Composition, Academy Editions, London, 1988.
- Meiss, pierre Von. Elements of Architecture: Form to place, E and FN Spon, London, 1992.
- Pipes, Alan. Drawing for 3-Dimensional Design. Thames and Hudson Ltd., London, 1990. • Smithies, K.W. Principles of Design in Architecture. Chapman and Hall, 1983.
- Wucius, Wong. Principles of two Dimensional Design. Van Nostrand Reinhold 1972.