

# Exploring 3D through Objects and Space



Lecture 2 29/April/2024



## CLASS HOUSE RULES

### Rules to follow during the lesson



Please...

- Be respectful and kind
- Mute and video on
- Raise your hand when you need to talk
- Don't talk when others are talking
- Find a comfortable and quiet place
- 3 hours class – give yourself quick stretches if needed!

# Exploring 3D through Objects and Space

## LESSON 2 OUTLINE

### RECAP – WEEK 1

1. ASSESSMENT TASK 1 DUE IN WEEK 4
2. DESIGN BRIEF & FLOOR PLAN
3. WORKBOOK 1
4. WEEK 1 LESSON – TOPICS
  - The Design Process
  - Communication Tools used by Interior Designers
  - What are Studio Apartments
  - History of Divider Screens

### TOPICS – WEEK 2

1. Popular Interior Design Styles
2. Elements & Principles of Design
3. Brainstorming Ideas to create a Mood Board
4. Copyright Laws relating to Design

# Exploring 3D through Objects and Space

## RECAP - ASSESSMENT TASK 1

1. Download the **Assessment Task 1 Workbook**.
2. Read the **Design Brief** and review the **Floor Plan**.

For assessment Task 1, submit the following:

1. Complete **Assessment Task 1 Workbook**. Students must complete all activities in the Workbook.
2. Combine all your work in one presentation:
  - A. **moodboard** with short **design/concept statement** and **title**,
  - B. **3 x options of 2D Hand sketches** of the **Floor Plan**,
  - C. **3 x options of 3D Hand Sketches** of the **Screen**,
  - D. **6 x images of Screen physical 3D model**. All sources of information must be referenced following standard referencing conventions. Supporting documentation may be added as additional pages to the end of the workbook.

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## RECAP - DESIGN BRIEF

You have been hired by a good friend who is about to move into a cute and **compact studio apartment**. (Choose someone you know well to be your simulated client).

They have asked for your professional advice in **arranging their existing furniture** brought over from their old apartment. They have a **double bed, 2 seater sofa-bed, 3 door-wardrobe, small round dining table with two chairs, round coffee table, and small bookshelf**. They have access to the floor plan from the real estate agent (see below), and have asked you to provide the most suitable layout for the studio using the existing furniture. In addition, your client would like you [to resolve a specific spatial issue](#). The studio has no separate bedroom, rather there is a **2000 mm by 2000 mm nook**.

You are asked to design a **4-PANEL, FREE-STANDING, FOLDING SCREEN** that will act as **a room divider**(FUNCTION) **to create privacy and defined zones between the living and bedroom areas**.

Your client requests a design for the screen that is **fun, vibrant** and can act as **a stand-alone decorative artwork piece**, incorporating **2D flat screen design and 3D sculptural design**. (FORM)

Material selection is open to you, but must be **sustainable, durable and has to provide privacy**. (MATERIALS)

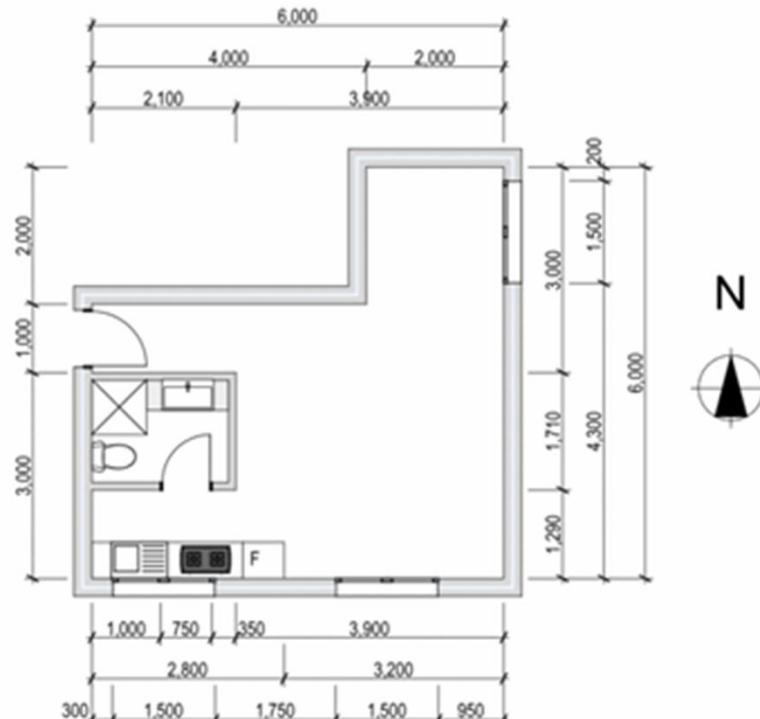
Each panel length can be your choosing as long as the entire length of the 4 – panels, **when fully open, covers the bedroom area**. The height of the screen can reach max. **1,800 mm high**. (SIZE)

The budget for the screen is **\$1,500**, and the move-in date is in **3 months**. The client needs to see the all of the finished drawings in Week 8 of term. (BUDGET & TIME)

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## RECAP - FLOOR PLAN

DESCRIPTION STUDIO APARTMENT FLOOR PLAN



1.

STUDIO APARTMENT GROUND FLOOR

1:100

© Original drawing by Ramona Solomon

# Exploring 3D through Objects and Space

## RECAP - WORKBOOK

### Instructions for completing this workbook

This workbook is made up of a series of activities to be completed for Assessment Task 1.

Use the lectures and templates provided in the online classroom, your own research, and the supplied resources in order to complete the activities.

You must complete all activities in this workbook.

Include supporting documentation as an appendix with submission of this workbook.

Supporting documentation includes but is not limited to:

- Case studies
- Photographs
- References of sources of information (books/websites)
- Any additional pages added due to lack of space in workbook

### CONTENTS

1. The Design Brief
2. Analyse the Design Brief
3. Project Research
4. Creative Thinking
5. Planning for drawing
6. Concept Development
7. References
8. Additional pages

# Exploring 3D through Objects and Space

## RECAP - WORKBOOK

### 1. The Design Brief

Read Assessment Tasks 1 and 2 carefully.

Refer to the Design Brief and Floor plan to answer the following sections in the Workbook.

### 2. Analyse the Design Brief

1. List the requirements of the brief in bullet points.

Try not to simply transfer information from the written brief. Try to break down the key requirements of the brief further by analysing the furnishing requirements, the existing physical space, the configuration, and the spatial zones. ← →

Look at the design brief in the resources section or on slide 11 to answer (1)

2. Will the client be the end user? How many people will be living in the dwelling? What is the user demographic? ← →

Remember your client can be a friend, family member or you can pretend to be your client

3. Does the client have any style, material or colour preferences? ← →

Style could be Scandi, minimalist, mid century modern etc

Look at the design brief in the resources section or on slide 11 to answer (4)

4. What are the client's spatial expectations? ← →

5. Are there any obstacles or constraints you might face while working on this project? ← →

Location of the building, is it a few hours away, in the city, no parking for trades, high rise building with a body corporate noise restrictions. Materials may not arrive in time etc

6. Does the project have to be completed by a specific date? How will this impact your designs?

7. What types of drawings does the client request from you to communicate the designs to them?

Look at the design brief in the resources section or on slide 11 to answer (6) & (7)

## RECAP - TOPICS

### The Design Process

1. The Brief
2. Research
3. Concept Development
4. Presentation
5. Design Development
6. Design Documentation
7. Execution
8. Evaluation

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## RECAP - TOPICS

### Design Communication

#### Communication Tools

##### 1. Presentation Boards

Gather visuals to present to the client and/or other stakeholders



#### Types of Boards:

- Inspiration and Mood boards
- Concept boards
- Material boards
- Digital presentations



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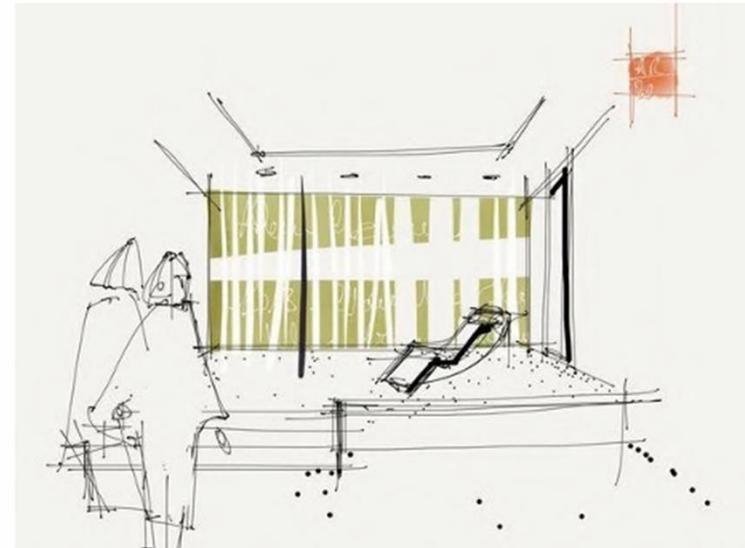
## RECAP - TOPICS

### Design Communication

#### Communication Tools

##### 2. Sketches & Rendering

- To explore and develop design ideas.
- To communicate with clients.



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## RECAP - TOPICS

### Design Communication

#### Communication Tools

##### 3. Perspective Drawings & Renderings

To communicate more realistically a space, a part of a space or an object.



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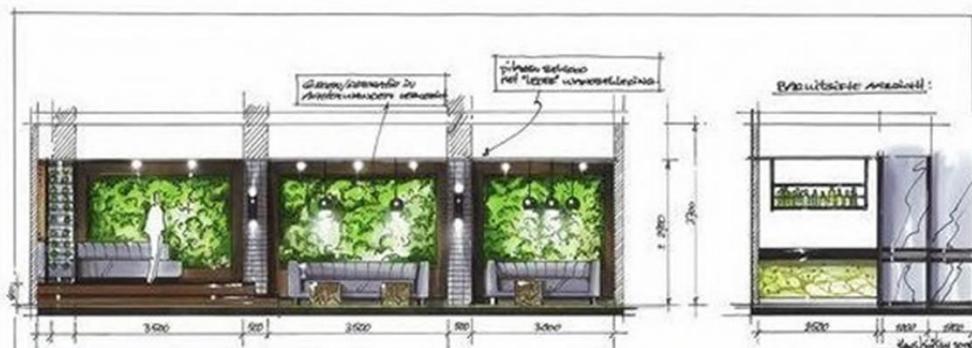
## RECAP - TOPICS

### Design Communication

#### Communication Tools

##### 4. Working Drawings / 2D Drawings & Rendering

- Scaled drawings will make a project real/possible and involve a range of conventions.
- To accurately create furniture layouts.
- To communicate within the trade.



# Exploring 3D through Objects and Space

## WEEK 2 LESSON - TOPICS

- 1. POPULAR INTERIOR DESIGN STYLES**
- 2. ELEMENTS & PRINCIPLES OF DESIGN**
- 3. BRAINSTORMING IDEAS TO CREATE A MOODBOARD**
- 4. COPYRIGHT LAWS IN DESIGN**

# Exploring 3D through Objects and Space

## POPULAR INTERIOR DESIGN STYLES

- Bohemian
- Industrial
- Contemporary
- Mid Century Modern
- Scandinavian
- Japandi
- Art Deco
- French Provincial
- Coastal Other

Interior Design styles you could consider would be Minimalist, Maximalist, Wabi Sabi, Biophilic etc

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## POPULAR INTERIOR DESIGN STYLES

### Bohemian:

Bohemian Interior Style (Boho) is derived from the French word for gypsy, bohemian means artistic and unconventional. Think layered patterns and textures, mixing colours, combining furniture styles creating a fun and free spirited vibe.



# Exploring 3D through Objects and Space

## POPULAR INTERIOR DESIGN STYLES

### Industrial:

This design style is about displaying the building materials that are usually concealed. Think exposed pipes, air conditioning ducts, brick walls, concrete flooring and high ceilings. Industrial interior design is popular in warehouse and factories that have been converted into residential living spaces



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## POPULAR INTERIOR DESIGN STYLES

### Contemporary

Contemporary style is what is currently happening in interior design at this very moment in time.



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## POPULAR INTERIOR DESIGN STYLES

### Mid Century Modern

This was a design trend in the 1940's and 1950's. It is defined by clean lines, organic forms, functionality and a timeless appeal.



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## POPULAR INTERIOR DESIGN STYLES

### Scandinavian

Scandinavian Interior design is a minimalistic style focusing on functionality and simplicity. It includes the use of a blend of textures, natural materials such as leather, wood and hemp, to make a sleek modern décor feel warm and inviting.



## POPULAR INTERIOR DESIGN STYLES

### Japandi

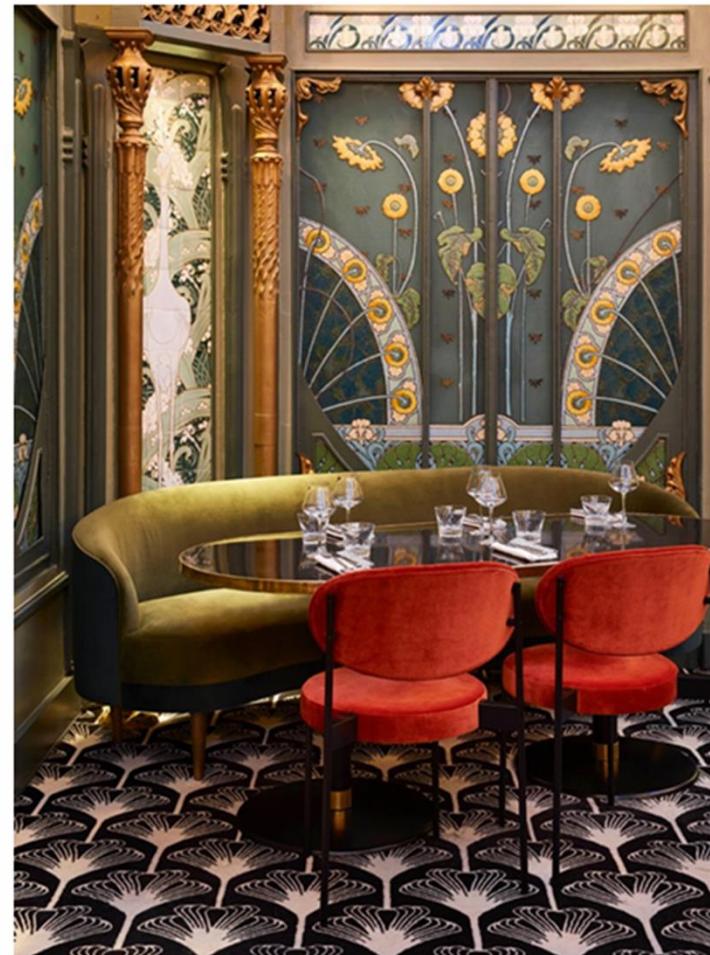
The word Japandi is a fusion between Japanese and Scandinavian (East meets West). It is a rising trend in interior design with lots of textured wood and hand made ceramics, creating interiors that are minimal without being cold.



## POPULAR INTERIOR DESIGN STYLES

### Art Deco

This interior design style was popular in the 1920's and 1930's. It was characterized by rich colours, bold geometry, opulent and decadent detail.



# Exploring 3D through Objects and Space

## POPULAR INTERIOR DESIGN STYLES

### French Provincial

This interior design style is about combining ornate carvings, mouldings, curved furniture and wrought iron with rustic country style features.



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## POPULAR INTERIOR DESIGN STYLES

### Coastal

This interior design style is created through using natural light, soft tones and a clean aesthetic. It is all about designing an interior space that feels like summer all year round.



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## ELEMENTS & PRINCIPLES OF DESIGN

### Assessment 1 Additional Resources



Elements & Principles of Design



YOU CAN FIND THIS PDF IN THE ADDITIONAL RESOURCES SECTION THIS WILL HELP ANSWER QUESTION 3 IN THE WORKBOOK

3. Using the creative thinking techniques above, explore at least 4 design elements and 4 design principles that inspired you from the images of the screens you included above.

### The Elements & Principles of Design



AUSTRALIAN  
PACIFIC COLLEGE  
DESIGN SCHOOL

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## BRAINSTORMING IDEAS TO CREATE MOODBOARDS



Depositphotos *Brainstorm and leadership concept — Illustration*. Available at <https://depositphotos.com/illustration/brainstorm-and-leadership-concept-190383332.html> (Accessed: 01 April 2024)

# Exploring 3D through Objects and Space

## BRAINSTORMING IDEAS TO CREATE MOODBOARDS

When do we brainstorm?



# Exploring 3D through Objects and Space

## BRAINSTORMING IDEAS TO CREATE MOODBOARDS

### How Design Ideas get created?

One of the great mysteries of design is how ideas get created in the first place.

A lot of the time we see beautiful end results, looking all polished and shiny. Although portfolios do occasionally give some insight into process as well, what professional designers usually *don't* like showing us are **the messy early stages**. But the truth is that amazing ideas usually evolve from pretty unpromising, or even downright ugly, early sketches.

Once you start leafing through a designer's sketchbook, it becomes clear why we often say that design is not art. To be an amazing designer, **you don't have to be great at drawing**. It might even help if you're *not* great at drawing, because you won't be held back by worrying about making your sketches beautiful.

But what *is* important is **your ability to quickly generate ideas**. So, how do designers do it?

Please read the full article at <https://designlab.com/blog/how-do-designers-come-up-with-ideas-9-ways-get-unstuck>

DesignLab, Team Design Lab (2017) *How Do designers Overcome Creative Block?*. Available at <https://designlab.com/blog/how-do-designers-come-up-with-ideas-9-ways-get-unstuck> (Accessed: 01 April 2024)

# Exploring 3D through Objects and Space

## BRAINSTORMING IDEAS TO CREATE MOODBOARDS

How Design Ideas get created?

**Get Messy, Scribble anything you can think of based on 5Ws + 1H**

**Who** is it about?

**Why** are you designing?

**What** do you need to do?

**By When?**

**Where?**

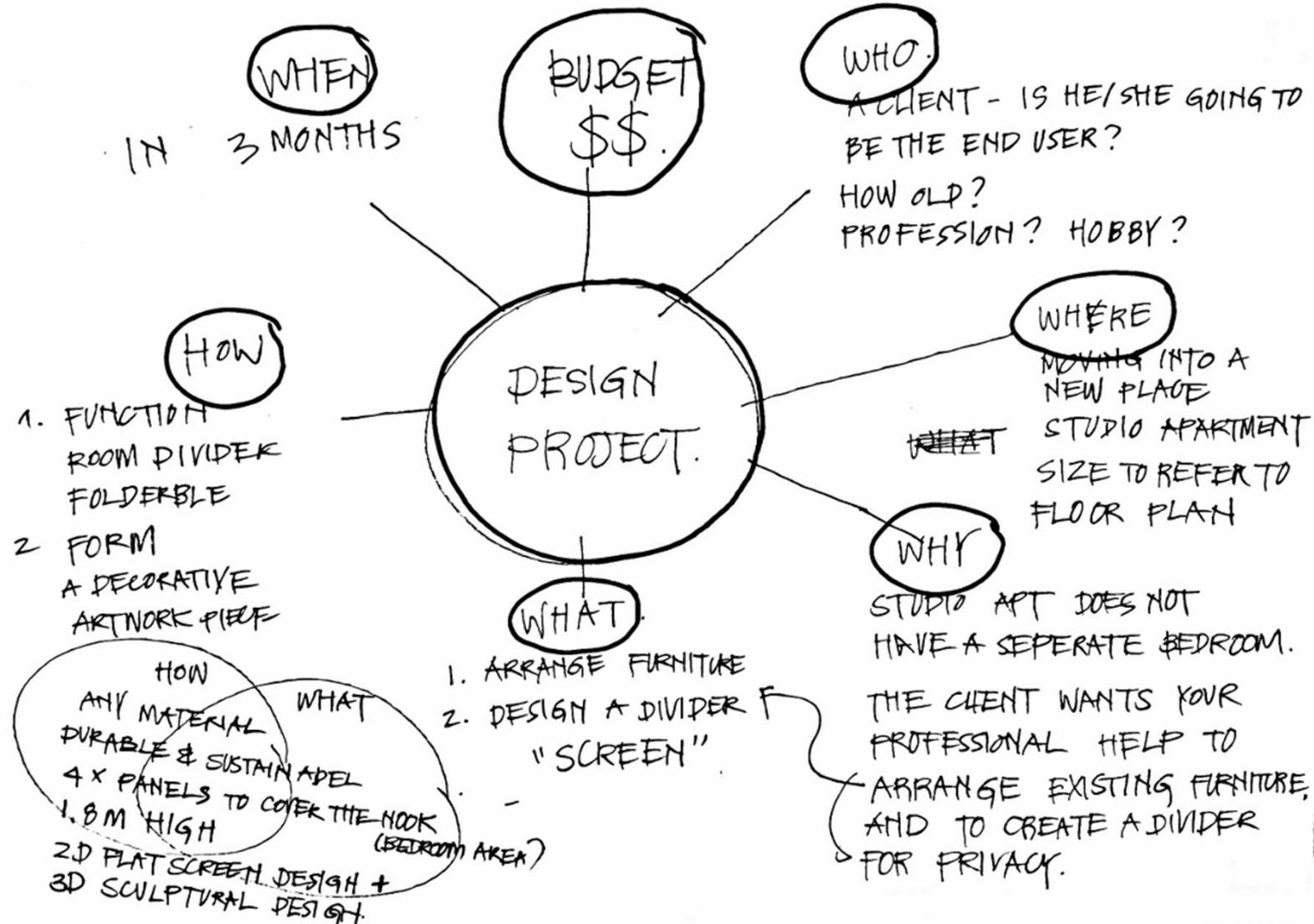
**How** would you do it?



Adobe communications Team (2018) *Questions of Every Project*. Available at <https://business.adobe.com/blog/basics/project-management-101-the-5-ws-and-1-h-that-should-be-asked-of-every-project> (Accessed: 01 April 2024)

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## Design MIND MAPPING using 5Ws + 1H + 1B



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## BRAINSTORMING IDEAS TO CREATE MOODBOARDS

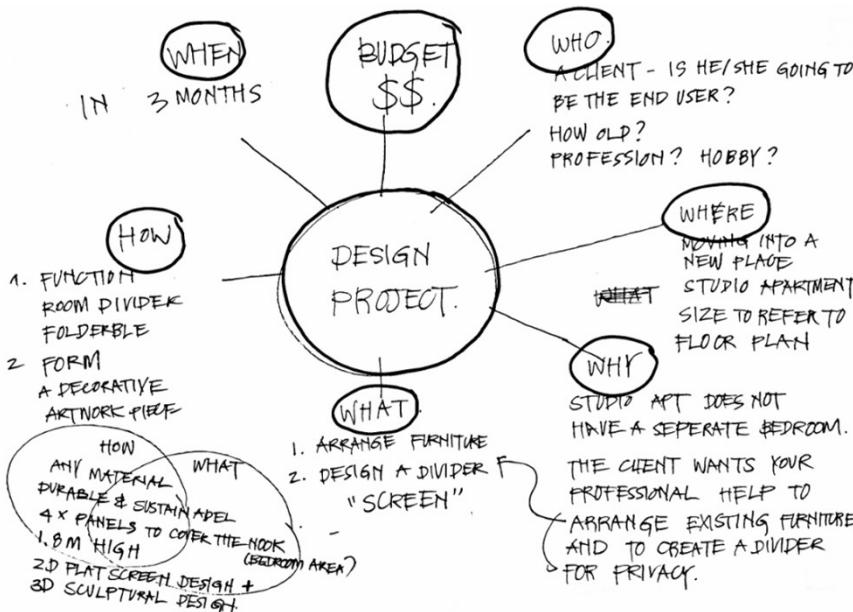
### MINDMAPPING to tap into your Creativity

Let's develop your creative ideas, get deeper!

Continue developing ideas by adding more information, mood, and feeling that you have.

How to make the screen foldable?  
Using hinges? Any other cool way  
To fold the screen?  
More research???

What materials?  
Privacy and artwork



A couple loves traveling  
Favourite destination - Bali

>>> concept to remind them  
of the resort in Bali?

>>> Balinese style?

They like to listen to Jazz.  
Take more research about mood  
Suitable for jazz music??

Any other ideas relates to  
"THE USER"

# Exploring 3D through Objects and Space

## BRAINSTORMING IDEAS TO CREATE MOODBOARDS

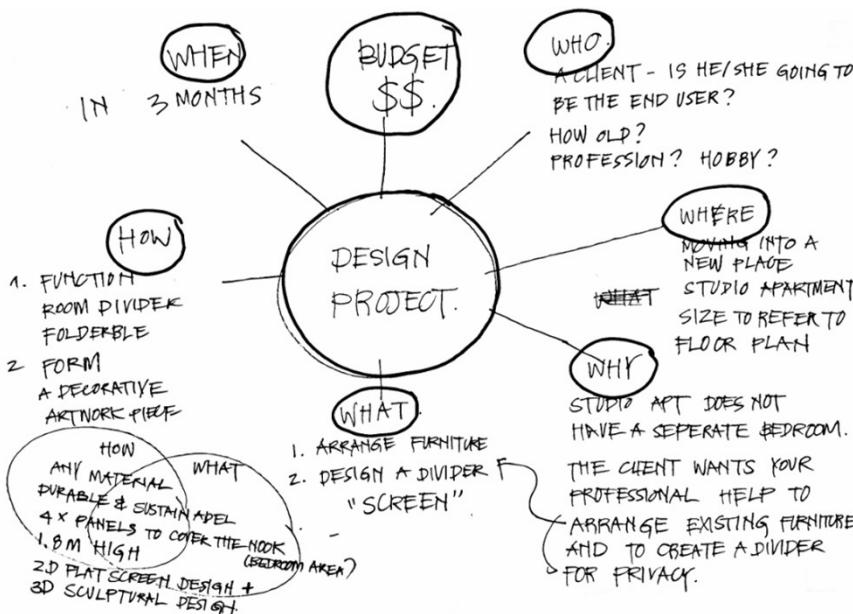
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# Exploring 3D through Objects and Space

## BRAINSTORMING IDEAS TO CREATE MOODBOARDS

### MINDMAPPING to clarify what needs to be researched

Before starting your research, carefully list down what needs to be researched.

- The Style
- Materials
- Colours
- Mood
- Feeling
- 2D Design & 3D Sculptural form
- Anything else?

# Exploring 3D through Objects and Space

## BRAINSTORMING IDEAS TO CREATE MOODBOARDS

**MINDMAPPING to create a Design Statement and a Concept Title represents your ideas**

A Concept Title and Design Statement are two distinct elements used in the concept stage of a design project.

### **Concept Title**

A brief, catch name or phrase that captures the essence of the design concept

Typically 1-3 words, used to identify and label the concept

Examples – “Urban Street Fashion”, “Palm Resort”, “Eco Habitat”

### **Design statement**

A written summary that describes the design concept's goals and key elements.

Usually short sentences outlining the design intent, target audience, and desired outcomes.

Examples – “Eco Habitat aims to create a sustainable and eco friendly camp resort that immerses campers in the serenity of nature, while offering comforts and nature based activities.

## Exploring 3D through Objects and Space

# BRAINSTORMING IDEAS TO CREATE MOODBOARDS

**Use MINDMAPPING to select images represent your research ideas**

- The Style
- Materials
- Colours
- Mood
- Feeling
- 2D Design & 3D Sculptural form
- Anything else?

## Exploring 3D through Objects and Space

# BRAINSTORMING IDEAS TO CREATE MOODBOARDS

**Use MINDMAPPING to select images represent your research ideas**

- Select 8-10 images.
- They do not need to be interior design images
- They could be a view of beach in Bali, a glass of cocktail, a couple enjoying swimming in a resort or a beach, for example.
- Include colour swatches the most suitable for these images

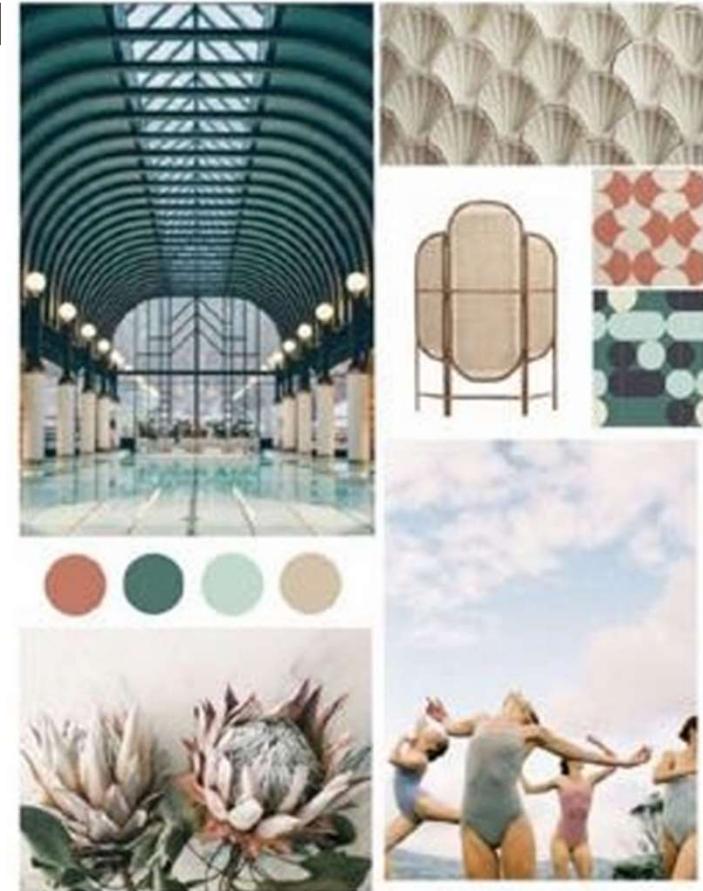
# Exploring 3D through Objects and Space

## BRAINSTORMING IDEAS TO CREATE MOODBOARDS

### Arrange Images to create a Moodboard

Once you are happy with your selection of images, Play around with them and arrange them on a digital Board. (Powerpoint, canva or any online tools) Apply Elements and Principles of Design to create A harmoniously balanced presentation board.

Crosscheck your digital Concept board with The Mindmap that you have created to make sure Your moodboard is the right concept for your client.



# Exploring 3D through Objects and Space

## BRAINSTORMING IDEAS TO CREATE MOODBOARDS

**Add your Design Statement and Concept title to your Moodboard**

Now you add your Design Statement and Concept Title to your Digital Moodboard.



## Exploring 3D through Objects and Space

# BRAINSTORMING IDEAS TO CREATE MOODBOARDS

### Why do Designers create Mood boards(Concept Board)?

Designers use Mood boards as a visual tool to communicate their design ideas, vision, and inspiration to their client and other stakeholders.

Mood boards are used in the concept stage of the design project to obtain client's approval on the proposed concept prior to proceeding further design development.

The images used on these boards do not necessarily relate to the final products or spaces i.e. your mood board do not need to show the images of foldable screens or studio apartment for your assessment task activity.

Instead, you can add any images to create a “Feeling” or a “Mood”.

Mood boards and mind mapping also help the designers to keep all their ideas integrated and organised.

# Exploring 3D through Objects and Space

## BRAINSTORMING IDEAS TO CREATE MOODBOARDS

### The Components of Mood Boards

#### **Concept Title**

- Give the concept a creative and evocative name

#### **Design Statement**

- written sentence(s) to describe your inspiration and vision for the space

#### **Inspirational Images**

- To represent the feeling or mood

#### **Interior Images**

- To represent the look and feel of the space e.g. a room that is full of greenery and abundant light

#### **Furniture & Accessories**

- The items you might incorporate into your design

Consider **Design Elements & Principles** when you arrange your images

- Colour/ Texture & Patterns / Shape & Form / Lines / Tone / Balance & Harmony

# Exploring 3D through Objects and Space

## BRAINSTORMING IDEAS TO CREATE MOODBOARDS

### The MoodBoard Breakdown

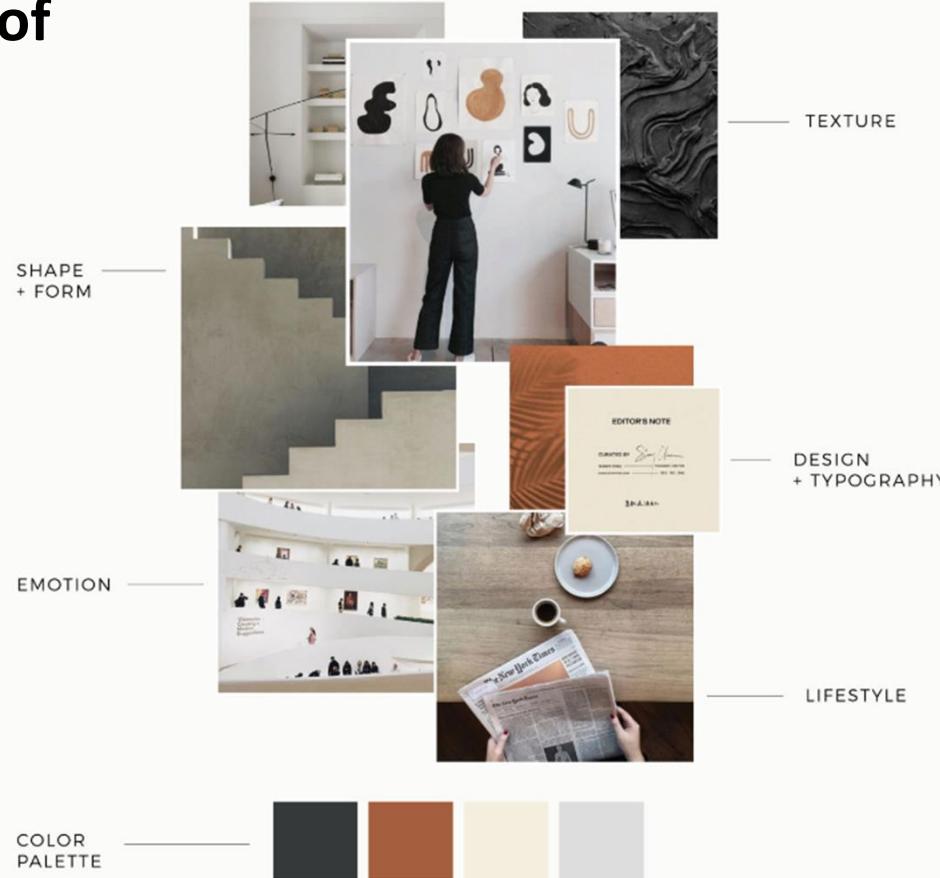


Char-co (2017) *THE ANATOMY OF A MOODBOARD* Available at <https://char-co.com/blog/2019/09/06/the-anatomy-of-a-moodboard> (Accessed: 01 April 2024)

# Exploring 3D through Objects and Space

## BRAINSTORMING IDEAS TO CREATE MOODBOARDS

### The Example of MoodBoard



Char-co (2017) *THE ANATOMY OF A MOODBOARD* Available at <https://char-co.com/blog/2019/09/06/the-anatomy-of-a-moodboard> (Accessed: 01 April 2024)

# Exploring 3D through Objects and Space

## BRAINSTORMING IDEAS TO CREATE MOODBOARDS

### Homework for Friday's Studio Session

- 1. Complete your Mindmapping** (again, do not need to be looking pretty!)  
to create your concept for the foldable Screen
  
- 2. Create your Concept Title**
  
- 3. Create your Design Statement**

Good Luck! See you on Friday!

