

Module	Design Principles
Course code	BAIDO-DP
Credits	5
Important notes	Available for semester abroad students
Allocation of marks	100% Continuous assessment

Module aims and objectives

The aim of the module is to enable the learner to appreciate more complex principles of design and to allow this learning is applied to specific design functions.

The objectives are to enable the learner to understand the basic principles of design, encourage learners to write with clarity, precision and fluency, and develop an analytical approach to research methods and the written word.

Minimum intended module learning outcomes

On successful completion of this module, the learner will be able to:

1. Recognise, understand, apply and communicate design principles and their application.
2. Visualise, analyse and synthesise forms and shapes, and express them in two-dimensional and three-dimensional format
3. Express a conceptual theme in the creation and use of shapes and volumes
4. Apply some theoretical concepts and abstract thinking in design.

Module teaching and learning (including formative assessment) strategy

Teaching and learning methods for this module include delivery of through lectures, tutorials, workshops, practical demonstrations, problem solving exercises, field trips and online supports on Moodle, the College VLE. Sample assignments are placed on Moodle for the learners' information. Learners are mentored during this module, with the emphasis on self-directed learning and independent development.

Strategies for this module are based on both learner-centred learning and structured teaching methods.

Lectures combined with individual and group exercises aligned with each lecture deliver an active and participatory learning process. This process is consolidated by regular assignments demonstrating comprehension and application. Assignments are set for class and home completion. They are an integral part of the teaching methodology. In class debates, presentations and self-critique as well as field trips compliment the above, with the emphasis on self-directed learning and independent development.

The assessment is based on Continuous Assessment (100%). The assignments constitute the overall grade achieved, and are based on each individual learners work. The continuous assessments provide for ongoing feedback to the learner and relates to the module curriculum.

The module draws upon both theory and practical research where the emphasis is on how design responds to the various principles and related elements of design discussed in class. The subject is assessed through the submission of an assignment (60%) and Notebook (40%). The breadth and depth of research and analysis undertaken is expected to be appropriate to the module.

Module physical resource requirements

Requirements are for a fully equipped classroom. The classroom is a large open studio with spacious studio desk, chairs and pin board for 60 learners. The classroom is equipped with a PC (to include adobe and Microsoft office). No special Software is required for this module. The studio is available to learners outside of contact teaching hours, to facilitate group assignment tasks and to support peer to peer learning.

Moodle, the College VLE, can be accessed in the learners home, various open labs on campus and in the library. The College library has a dedicated design section with a variety of books available to the learners.

Reading lists and other information resources

Recommended Reading:

- Lidwell, W., Holden, K. Butler, J. (2010). 'Universal Principles of Design, Revised and Updated: 125 Ways to Enhance Usability, Influence Perception, Increase Appeal, Make Better Design Decisions, and Teach through Design'. 2nd Edition
- McNabb, M. (2011). 'Design by Nature: Using Universal Forms and Principles in Design'. 1st Edition. New Riders
- Wong, W. (1993). 'Principles of Form and Design'. Van Nostrand Reinhold: NY.

Secondary Reading

- Elam, K. (2001). 'Geometry of Design: Studies in Proportion and Composition'. New York: Princeton Architectural Press.
- Wallschlaeger, C. And Busic-Snyder, C. (1992). 'Basic Visual Concepts and Principles for Artists. Architects and Designers'. Dubuque, IA: Wm. C. Brown Publishers
- Bergström, B. (2008). 'Essentials of Visual Communication (2008). Laurence King
- Ching F.D.K. (2012). 'Interior Design Illustrated'. 3rd Edition. Wiley
- Ching F.D.K. (2012). 'Architecture: Form, Space, and Order'. John Wiley and Sons
