



DEPARTMENT OF INTERIOR ARCHITECTURE AND ENVIRONMENTAL DESIGN

Course Code	Course Name	Year/Semester	Theory	Practice	Credits	ECTS
IAED 4360	Commercial Spaces	2020-2021/Spring	3	0	3	3

<b>Level of Course:</b>	Undergraduate
<b>Course Type:</b>	Elective Course
<b>Language of Instruction:</b>	English
<b>Course time:</b>	Thursday, 13.30 – 16.30
<b>Course classroom:</b>	
<b>Mode of Delivery:</b>	Presentation, Assignments, Quizzes, Projects
<b>Prerequisites and Co-requisites:</b>	None
<b>Name of Lecturer(s): Course Teaching</b>	Assist. Prof. Dr. Poupak Parvaresh
<b>Assistant:</b>	None

**Course Objectives:** This course aims to understand aspects of Commercial Space Design in relation with function and use, context and environment, ergonomics and human/built scale, material and technique, trends and/or themes. Commercial interior design includes offices, retail stores, restaurants, lobbies, health centers, and other public spaces of this kind. Students will be able to apply commercial spaces design knowledge in their prospected professional careers concerning the forms, lighting, colours, materials, textures, and construction systems as they are further elaborated in detail during the lectures and presentations.

**Course Description:** Commercial spaces design will focus on a complex function in multi-layered cultural and social urban-business environment and the primary goal is to have a better understanding of the design principals for aforementioned spaces. Through different topic presentations and course lectures student will be able to improve their talent on design and modify innovative commercial spaces regarding different functions and scales.

**Learning Outcomes:**

**Upon successful completion of the course, students will be able to:**

1. Students will be able to characterize, describe, explain, identify, locate, recognize commercial spaces.
2. Students will be able to analyze commercial spaces by dividing them into the organizational, structural, functional and experiential components.
3. Students will be able to use the proper furnishings, equipment and finishing.
4. Students will be able to lead the commercial space design process and analyzing the prime cost.

**Language**

The studio classes and discussions will be in English. Developing your verbal language skills will be very important in acquiring the disciplinary terminology as well as daily communication at the class.

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**Recommended Text Books:**

1. Universal Principles of Design, 2016, Lidwell, William; Holden, Kritina, Rockport Publishers.
2. Commercial Awareness, 2015/16, Stoakes, Christopher ; Kaplan Publishing Foulks Lynch.
3. Designing Commercial Interiors, 1994, Piotrowski , Christine M.; Rogers, Elizabeth, Wiley; 1 edition.

**For the terminology:**

1. The Fairchild Books Dictionary of Interior Design, 2014, Hinchman, Mark, Fairchild Books.
2. The Visual Dictionary of Interior Architecture and Design (Visual Dictionaries)

**Reading Text books:**

1. Interior Design Illustrated, 2005, Wiley&Sons, John. Francis D. K. Ching, NY.
2. Interior Design, 2010, Gibbs, Jenny.
3. Philosophy of Interior Design by Abercrombie, 1991, Stanley Abercrombie.

**Planned Learning Activities and Teaching Method:**

**Learning/Teaching Method:** This is a lecture-based course and students learn about interior design process of commercial spaces through power point presentations of the lecturer as well as their group projects. The learning process is supported by projects and quizzes. The main teaching medium oral presentations and discussions.

**Class Participation:** Regular attendance of all enrolled classes is expected. Do not be late to the class. At the end of the Semester, your attendance will be reported on UBS system. Attendance is compulsory and in case of absenteeism of more than **25%**, the system will automatically grade you "FX". If you miss a class, it is your responsibility to 'make up' all work, including items discussed in class. Class contribution will be measured in terms of quality not quantity.

**Academic integrity & plagiarism:** Academic integrity is the pursuit of scholarly activity based on the values of: honesty, trust, fairness, respect and responsibility. Practicing academic integrity means never plagiarizing or cheating, never misrepresenting yourself, never falsifying information, never deceiving or compromising the work of others. Basically, this means, either intentionally or unintentionally, using the words or ideas and drawings and models of someone else.

**Course Textbooks:** Students are required to study recommended reading textbooks and also do research on the variety of architectural presentation techniques.

**Key Works:** In this theory course lectures and assignments mainly focuses on User Requirements, critical thinking, elements of design and the awareness of basic concepts, factors, functions, and materials in designing an innovative commercial space in a modern era.

**Specific Rules:**

1. **Be punctual. Punctuality is a sign of respect toward yourself and the others.**
2. Show respect for all the people and property around you.
3. Be responsible for your actions and meet all expectations.
4. Follow directions the first time they are given.
5. Students should use the Internet at school for academic purposes only.
6. It is forbidden to record classes with any type of device.

**Communication:** : If you have a question that requires a substantive response, please send an email to the course instructor.

Course Contents\*:  
(Weekly Lecture Plan)

Date	Week	Chapter Topic	Take-home exercise
04.03.2021	1	- Course Introduction to Commercial Space Design	
11.03.2021	2	-Typology of Commercial Spaces & Customer Flow	Group Projects List
18.03.2021	3	- Design Factors for Commercial Spaces	Quiz 1
25.03.2021	4	- Commercial Design Trend	
01.04.2021	5	- Group Presentstion: Brand Identity – Commercial Design Approach	Group Presentation
08.04.2021	6	- Display Objects and Entrance Design	
15.04.2021	7	- Midterm Project Discussion	
	8	- MIDTERM Submission	
29.04.2021	9	- Innovative spaces - Interactive Space Design	
06.05.2021	10	- Materials and Trends	
13.05.2021	11	- Commercial Design Budgetting Plan	Public Holiday (Make Up Course)
20.05.2021	12	- Cost Evaluation Assessment Quiz	Quiz 2
27.05.2021	13	- Final Project Discussion	Group Presentation
03.06.2021	14	- Final Project Discussion	Group Presentation
		<b>FINAL SUBMISSION OF THE PROJECT</b> Creative Branding	

PLEASE NOTE: Details of the syllabus and course schedule are subject to minor changes and also in

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this course some quizzes will be held w without further notice to evaluate the process of education.

**Assessment Methods  
and Criteria:**

METHODS	EFFECTS ON GRADING
Quiz	20%
Midterm Submission	20%
Presentations	10%
Final Submission	50%

**ECTS Workload Table:**

ACTIVITIES	NUMBER	HOUR	WORKLOAD
Course Teaching Hours	13	3	39
Quiz	2	4	8
Midterm Submission	1	2	0
Midterm Submission Preparation	1	10	10
Project 1 Preparation	1	4	4
Final Project Preparation	1	14	14
Final Project submission	1	2	0
<b>Total Workload/25</b>	<b>0</b>	<b>0</b>	<b>75/25</b>
<b>ECTS</b>			<b>3</b>

**GRADING AND EVALUATION**

The students' progress will be evaluated throughout the semester. Students' grades point lower **than 40** will be considered as failed.  
Grade Scale:

GRADE	MARKS	VALUE	GRADE	MARKS	VALUE
A+			C+	60-64	2.30
A	95-100	4.00	C	55-59	2.00
A-	85-94	3.70	C-	50-54	1.70
B+	80-84	3.30	D+	45-49	1.30
B	75-79	3.00	D	40-44	1.00
B-	65-74	2.70	F	0-39	0.00