

Course Code	Course Name	Year/Semester	Theory	Practice	Credits	ECTS
IAED 2302	Conceptual Approaches in Interior Design	2023-2024 / Fall	3	-	3	4

Level of Course: Undergraduate

Course Type: Core Course

Language of

Instruction: English

Course time: 10.00-13.00 - Monday

Course classroom: STD A

Mode of Delivery: Class Teaching, Presentation

Prerequisites and Prerequisites: None

Co-requisites: Co-requisites: None

Course Coordinator: Asst. Prof. Dr. Shirin Izadpanah

Name of Lecturer(s): Asst. Prof. Dr. Shirin Izadpanah

Course Teaching

Assistant: -

Course Objectives: This course aims to introduce students to creating an original idea for their design. The main objective is to learn how to plan and solve design problems in relation to an idea, a theme, and a philosophy.

Course Description: Strategies for leading projects from beginning to end will be taught by introducing the basic knowledge of creating a conceptual design. Course content includes techniques, procedures and conceptual thinking for solving the graphic design problem. Subjects will support learning every aspect of project techniques from initial design research to the final application.

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

- Shape a design concept that improves the originality and quality of interior architecture projects.
- Learn methods to narrow, define, and identify the “big idea”.
- Understand critical and conceptual thinking.
- Gain knowledge about developing a concept.
- Improve their research and observation skills while preparing a starting point.

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

Text Books:

1. Interior Design Concept by Natalie Badenduck
2. Interior Design: Conceptual Basis by Anthony Sully

Recommended Text Books:

1. Leach, Neil (ed.). Rethinking Architecture: A Reader in Cultural Theory. London: Routledge, 2005.
2. Cross, N. 2011. Design Thinking: Understanding How Designers Think and Work. Berg.
3. Bielefeld B, Khouli S. E. ,2011, Tasarım Fikirleri, YEM yayınevi, İstanbul
4. Design Research: Methods and Perspective. MIT Press. Milton, A. and Rodgers, P. 2013.

Reading Text books:

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Planned Learning Activities and Teaching Method:

Learning/Teaching Method: The expected learning outcomes for the course will be assessed through: Group Presentations, a Midterm Project, Final Project and Class discussions and feedback.

Assignments: Students are required to submit One oral and one poster presentation in group work throughout the semester.

Class Participation: Regular attendance of all enrolled classes is expected. Do not be late to the class. Attendance will be taken through your signature within the first quarter of the class; if you come later you will be considered absent. 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 30%, 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. If you need to leave early for whatever reason, you should exercise politeness and notify your professor at the commencement of the session.

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 of someone else without giving credit, it's strictly forbidden.

Course Text books: There is no specific textbook for this.

Key Works: In this studio course lectures and assignments mainly focuses on developing concept.

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 raise their hand to signal a question or to answer a question.
6. Students should use the Internet at school for academic purposes only.
7. It is forbidden to record classes with any type of device.

Communication: Students are encouraged to visit the professor during their Office Hours. If you cannot make it to announced office hours, please make individual arrangements via e-mail. However, do not expect the professor and the research assistant to respond at length via e-mail to questions of content, definition of terms, grading questions etc. If you have a question that requires a substantive response, please set up an appointment to speak with one of us.

**Course Contents*:
(Weekly Lecture Plan)**

Date	Week	Chapter Topic	Take-home exercise
02.10.23	1	Lecture I Introduction to the Course	-
09.10.23	2	Lecture II What is Concept? Abstraction	Reading
16.10.23	3	Class Exercise: Abstraction	@home assignment
23.10.23	4	Class Exercise: Abstraction	Homework 1: Abstraction
30.10.23	5	Exhibition of Students Project	Watching list
06.11.23	6	Lecture III Conceptual Mapping Class Exercise: Mind Mapping	@home assignment
13.11.23	7	Class Exercise: Mind Mapping	Midterm Project Preparation
	8	MIDTERM EXAM WEEK	
27.11.23	9	Class Exercise: From Reading to Imagination	@home assignment
04.12.23	10	Class Exercise: From Imagination to Reading	Homework 2: Write what you Imagine
11.12.23	11	Students' Presentations	-
18.12.23	12	Lecture VII Communicating the Concept Class Exercise: Communicating the Concept	Practice
25.12.23	13	Class Exercise: Communicating the Concept Announcing Final Project	Practice Final Project Preparation
01.01.24	14	NATIONAL HOLIDAY	-
		FINAL EXAM	

*PLEASE NOTE: Details of the syllabus and course schedule are subject to minor changes that will be announced in class.

Grading: Midterm and final exam responses will be evaluated for accuracy, thoughtfulness and clarity. Assignments will be evaluated for content, quality of ideas and clarity of presentation (including both writing and graphics).

Assessment Methods and Criteria :

METHODS	EFFECTS ON GRADING
Assignments	% 20
Midterm Project	% 30
Final Project	% 50
	% 100

ECTS Workload Table :

ACTIVITIES	NUMBER	HOUR	WORKLOAD
Course Teaching Hours	13	3	39
Assignment(s)	2	6	12
@Home practice	6	5	30
Self-study for Midterm Project	1	8	8
Self-study for Final Project	1	10	10
Total Workload	0	0	99
Total workload/25			100/25
ECTS			4

GRADING AND EVALUATION

If total assessment grade is lower than 50, student needs to repeat the course.

Grade Scale:

GRADE	MARKS	VALUE
A+	100	4.00
A	95-100	4.00
A-	85-94	3.70
B+	80-84	3.30
B	75-79	3.00
B-	65-74	2.70

GRADE	MARKS	VALUE
C+	60-64	2.40
C	55-59	2.20
C-	50-54	1.70
D+	45-49	1.30
D	40-44	1.00
F	0-39	0.00

❖ Before office visit you have to send an email to the instructor.