DEPARTMENT OF INTERIOR ARCHITECTURE AND ENVIRONMENTAL DESIGN

Course Code	Course Name	Year/Semester	Theory	Practice	Credits	ECTS
IAED 2302	Conceptual Approaches in Interior Design	2025-2026 / Fall	3	-	3	4

Level of Course: Undergraduate

Course Type: Core Course

Language of Instruction: English

Course time: 14.00-17.00 – Friday

Course classroom: B2-18

Mode of Delivery: Class Teaching, Presentation

Prerequisites and Co-requisites: Prerequisites: None
Co-requisites: None

Course Coordinator: Assoc. Prof. Dr. Shirin Izadpanah

Name of Lecturer(s): Assoc. 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:**

- Improve their research and observation skills while preparing a starting point
- Learn methods of "brain-storming" before shaping a "Big Idea."
- Understand the technical requirements behind shaping a "Design Concept" for "interior space".
- Learn about the habits and practices that would help them improve their critical and creative thinking skills.
- Learn methods of "communicating" the "Design Concept".

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.

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Text Books:	1. Interior Design Concept by Natalie Badenduck 2. Interior Design: Conceptual Basis by Anthony Sully 3. İçmimarlığın Temelleri/İdealkent Yayını
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:	

Planned Learning Activities and Teaching Method:

Learning/Teaching Method: The expected learning outcomes for the course will be assessed through homeworks, a Midterm Project, a Final Project. In-class activities and presentations focusing on concept development will be conducted during the course. These in-class activities will be supported by home assignments as well as supplementary resources uploaded to the LMS (such as presentations, videos, and readings).

Assignments: Throughout the semester, students will be required to complete a weekly home assignment. These assignments will not be graded; however, selected works will be discussed in class. Students who complete the assignments and upload them to the LMS will receive total grade under the category of "Participation." This percentage will contribute to the calculation of the final grade.

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
26.09.25	1	**Lecture I** What is Concept? Introduction to the Course	-
03.10.25	2	**Lecture II** What is an Interior Concept? What is not an Interior Concept? **Practice**	Research-Going through LMS materials
10.10.25	3	**Lecture III** What do we need to know before shaping a concept? **Practice**	• Going through LMS materials • Homework: Imaginary patterns of research before deciding on a Design Concept
17.10.25	4	**Review the Homeworks** **Lecture Iv** Reading and interpretation of Interior Design Projects **Practice**	• Going through LMS materials • Homework: Sample research and interpretation of Design projects in Dezeen
24.10.25	5	**Review the Homeworks** **Lecture V** Concept Typologies: "Pros and cons"	• Going through LMS materials • Homework: Which type do you prefer and why?
31.10.25	6	**Review the Homeworks** **Lecture VI** Sample Methods to find a Concept **Practice**	• Going through LMS materials • Homework: Concept for an Imaginary Project
07.11.25	7	**Practice: Critiquing the concepts through staging**	• Going through LMS materials • Midterm Project
	8	**MIDTERM EXAM WEEK**	

21.11.25	9	**Practice**	• Going through LMS materials
28.11.25	10	**Lecture IV** Concept and Design Scenario **Practice**	• Homework: Imaginary Design Scenario
05.12.25	11	**In-class Practice**	• Homework: Modelling
12.12.25	12	**In-class Practice**	-
19.12.25	13	**Lecture VIII** Methods for communicating a concept	Design a Concept sheet for Design Project
26.12.25	14	**Critique on Concept sheets**	Design a Concept sheet for Design Project
02.01.26	15	**Critique on Concept sheets**	Announcement of Final Submission
		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
Engagement (An average grade will be calculated based on the number of assignments uploaded to the LMS)	% 15
Midterm Project	% 25
Final Project	% 60
	% 100

ECTS Workload Table :

ACTIVITIES	NUMBER	HOUR	WORKLOAD
Course Teaching Hours	14	3	42
Assignment(s)	12	2	24
@home study	12	1	12
Self-study for Midterm Project	1	7	7
Self-study for Final Project	1	10	10
Total Workload	**0**	**0**	**95**
Total workload/25			**100/25**
ECTS			**4**

GRADING AND EVALUATION

The students' progress will be evaluated throughout the semester.

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	2.30
C	55-59	2.00
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.*