

ART 2650
Introduction to Design Process and Programming
Fall 2020 MW: 10:00 – 11:20
Online

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Welcome to the Interior Architecture program!

One of the goals of this major is to transform you from a
'regular' person
into a
'designing person'

What do you think that might entail?

What are we going to do to you to make this happen?

Designing people notice qualities, quantities, and characteristics of objects and spaces.



This is a screen shot of what 'Terminator' saw when he looked around the bar in an effort to identify a human who matched his own size so he could take his clothes. What he is seeing is environmental data. This is how designers engage with the environment as well; we see the attributes of what we are looking at, be they size, color, technology, or cost.



Designers draw a lot!

Get yourself to draw! You can use pencils, computer pads, crayons, pens, or any other medium for making marks on a surface that help you explore an idea.



The primary method used to make this transformation
happen is the
immersive experience of a design studio program

We want you to feel immersed!

A design school "immerses" you in an "experience" by surrounding you so that you feel completely involved and on a journey of multi-dimensional elements.

But what about our current situation? For sure, the COVID-19 global pandemic has changed many aspects of our lives.

Normally we would be in a classroom in Grover Center for this class and then, tomorrow afternoon, you would be in Grover Center W327, one of our large studio spaces, for your studio class, ART 2600, with Dan Harper.

This course is about:

- **Design:** there is MUCH more to it than you know now.
- **Process:** the way a project comes to exist is not by accident, or luck.
- **Programming:** the document that tells a designer what it is they are to design.

Client: “We want a new bathroom experience”



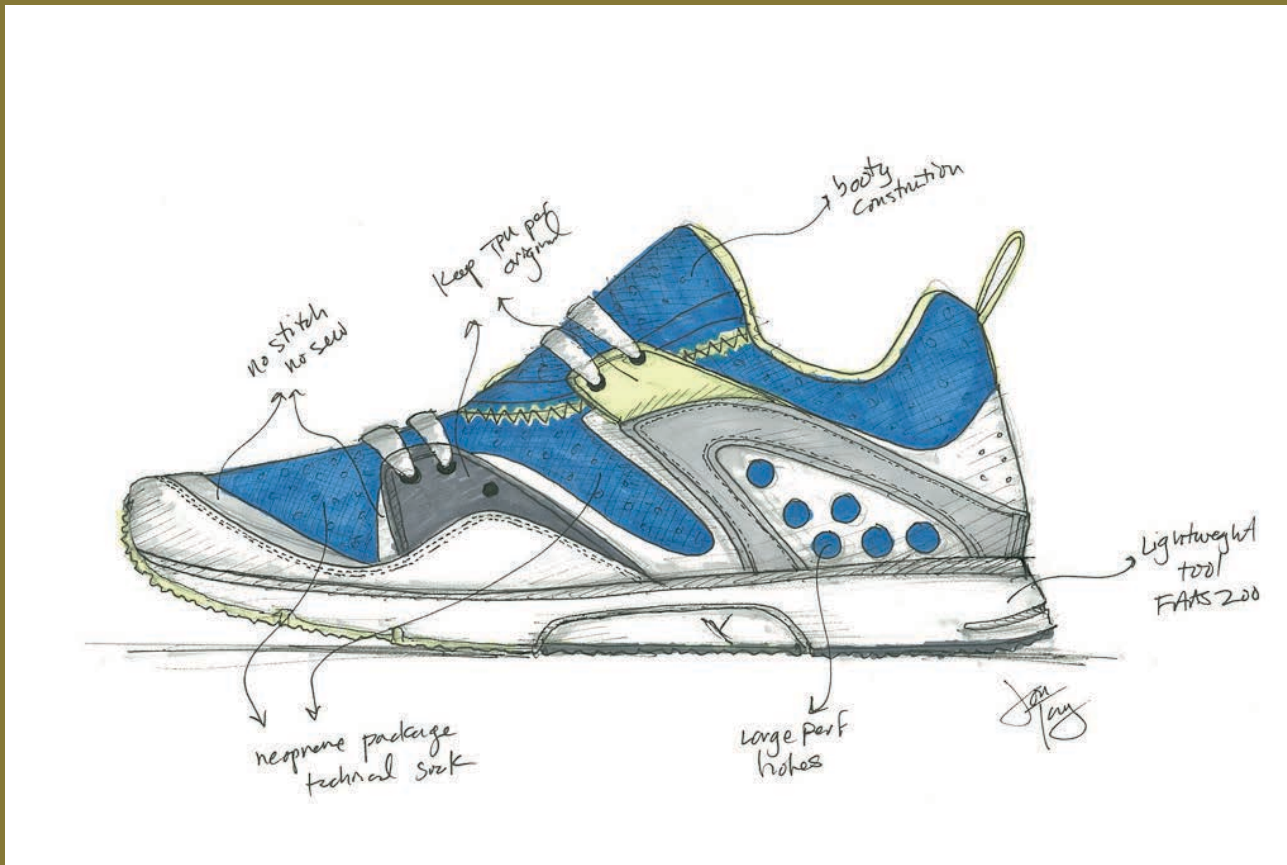
A designer begins with some form of 'need', or 'desire'

- brought to the designer by someone,
- (such as a user, or a client)

- or by something
- (such as an observed condition that needs attention).

- The designer's goal is then to produce something that meets the described 'need(s)' or 'desire(s)'.

Client: "We want a new shoe"



Design

"What is Design?"

A plan for arranging elements in such a way as to best accomplish a particular purpose."

Charles Eames

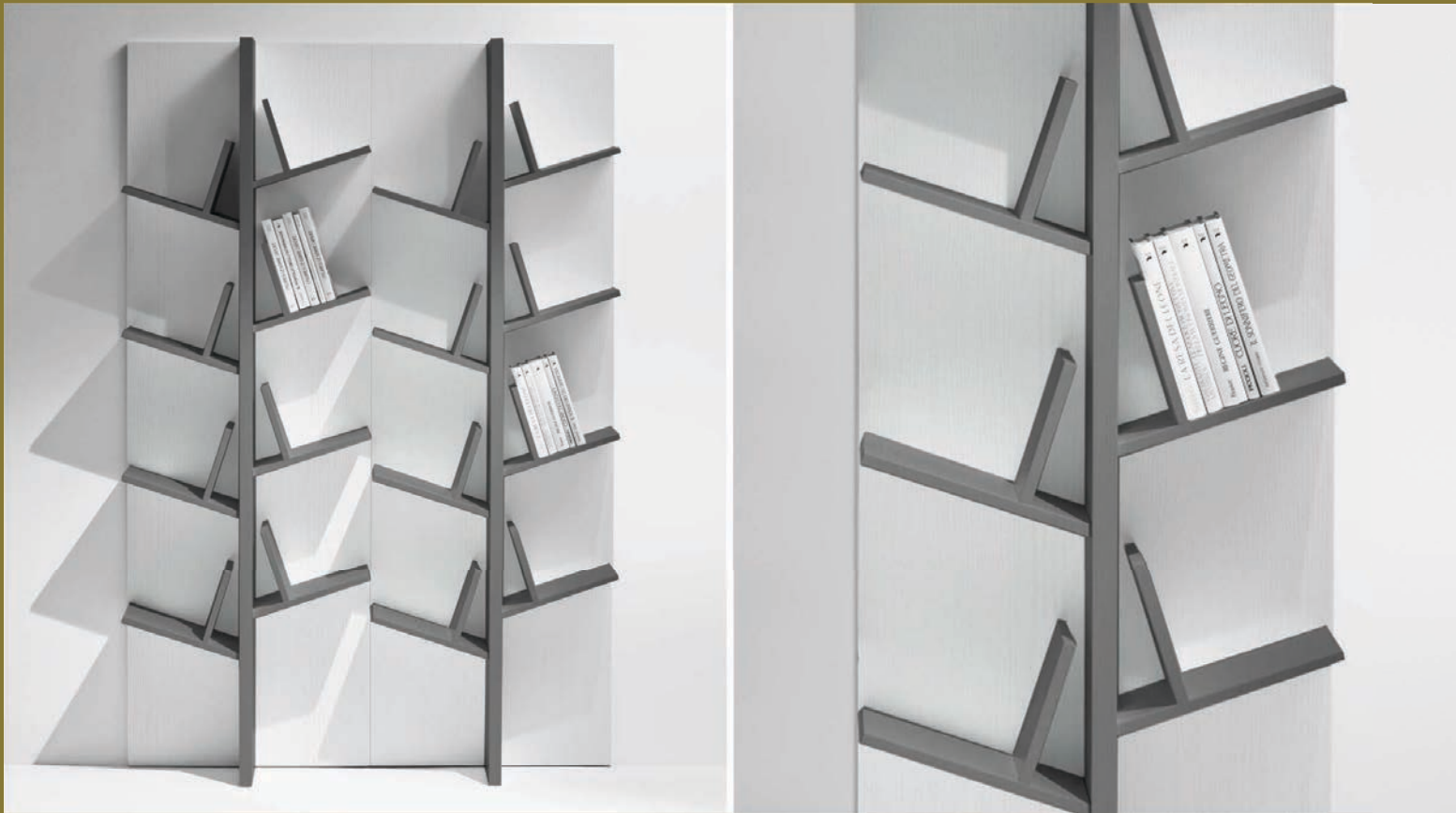
"In the broadest of terms it is reasonable to say that fundamentally design addresses use."

Matthew Ziff

“A plan for arranging elements in such a way as to best accomplish a particular purpose.” Charles Eames

- [Tyler Pratt: Designing Simple Things To Solve Everyday Needs](#)
- [What Is Design Thinking?](#)

Designer: “What do you think of this as a proposed book shelf system?”



Client: I don't like it. It's too.....I don't know, too something. I just don't like it.

- Designer: “Can you give me some insight as to what you might want from this book shelf, in terms of functionality, or material use, or size?”
- Client: “Well, I like light blond colored wood, like ash, and I was thinking about a whole wall of shelves.”
- “No problem, I will have two different proposals for our meeting on Wednesday.”
- Client: “Great, I can't wait to see those.”

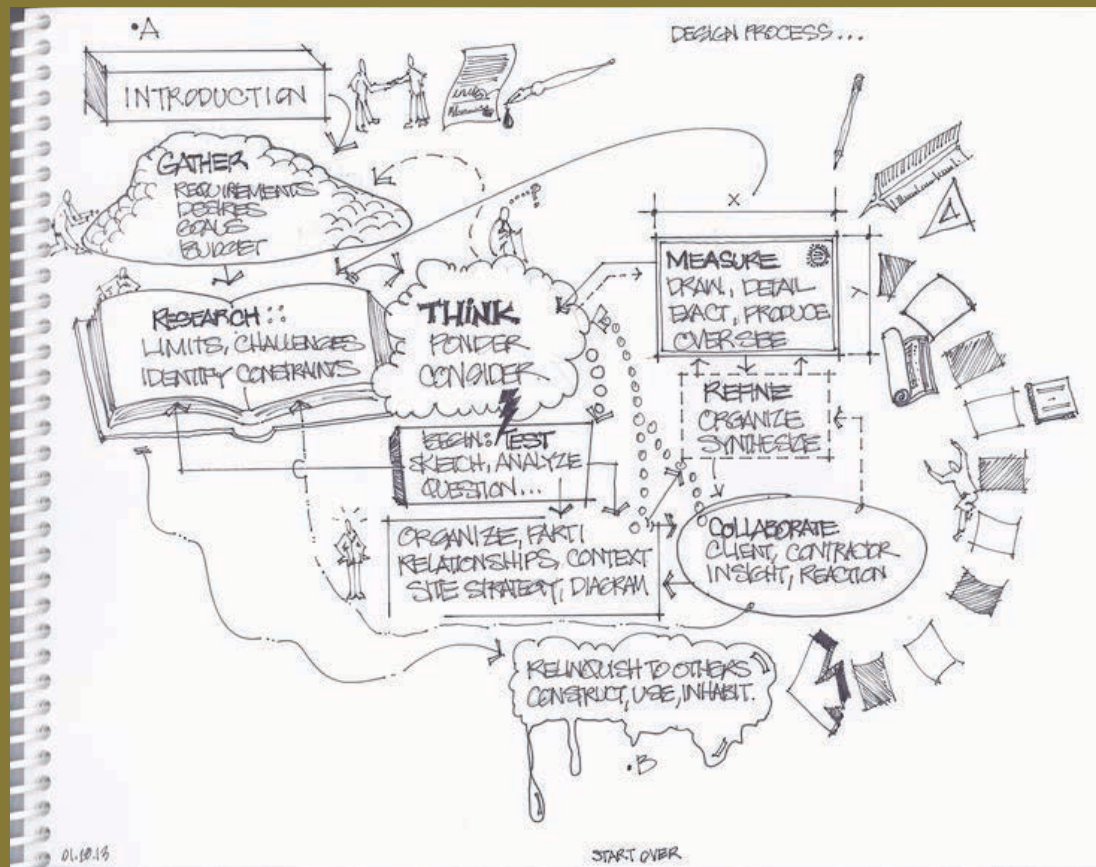
Process

Design *process* is how designers do their work: the procedures and the steps they take to move from a beginning of a project to an end.

Design process is a methodical series of steps used in creating functional products.

There are many different steps to a design process and different designers may engage these steps in different ways and at different points in their designing work.

Designing is done by using some form of a process: a method that supports the development of a project, from beginning, to end



Program/Programming

- **Architectural programming** is the thorough and systematic evaluation of the interrelated values, goals, facts, and needs of a client's organization, facility users, and the surrounding community. A well-conceived **program** leads to high-quality design. American Institute of Architects
- Many different programming formats incorporate the same essential elements. In all cases, the design programming fits within a larger context of planning efforts which can also be programmed.
- [Architectural Programming](#)

- For architecture and interior design projects, the steps of the process can be broken down into project phases. For the sake of simplicity, we'll take a look at the broad steps that lead from project inception to completion. The main phases of a project include:

Programming

Site Design

Schematic Design

Design Development

Construction Documents

Materials & Specifications

Bidding

Construction Administration

[Programming Explained](#)

- OK, so now you have some idea of what the terms Design, Process, and Programming mean in the realm of designing.
- What else goes into and along with being a designing person, with doing design work?

How To Design

Designers need professional Knowledge, Skills, Attitude

- What is a 'design sensibility'?
- What is 'design thinking'?
- What is 'designing'?

Good designers are recognizable through their work. They have an aesthetic sensibility, a design philosophy perhaps.



Good design is often bold, striking, and anything but bland and anonymous.



Design by Karim Rashid
(he is a famous guy)



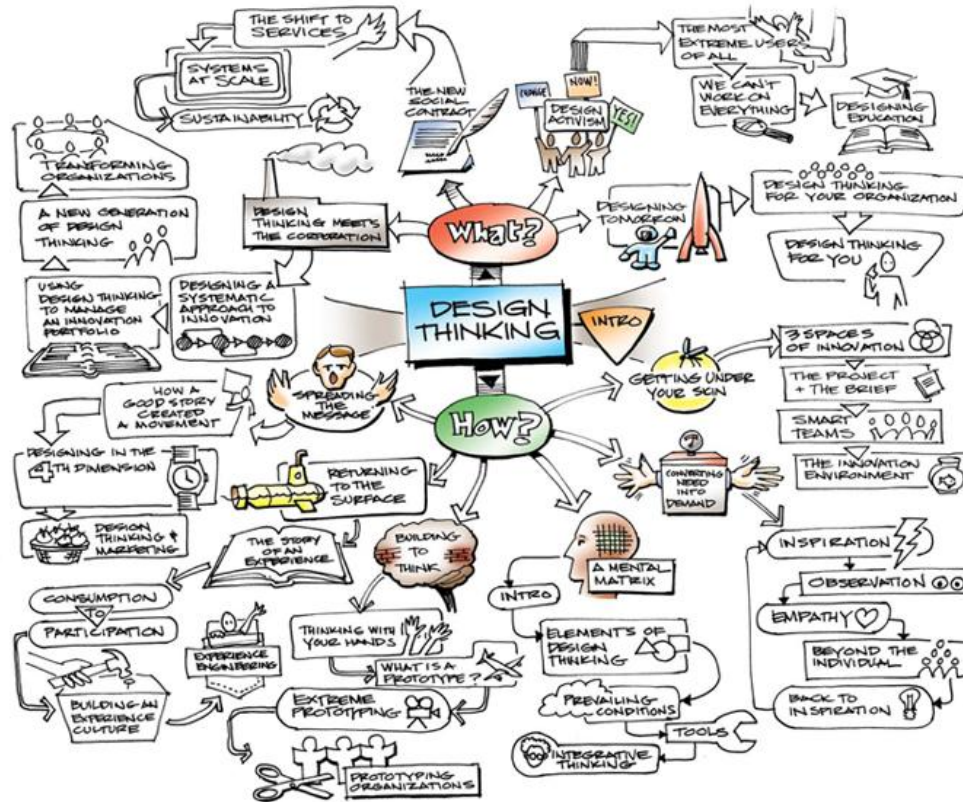
Apartment in a skyscraper by Studio Aguzzi



Design Sensibility

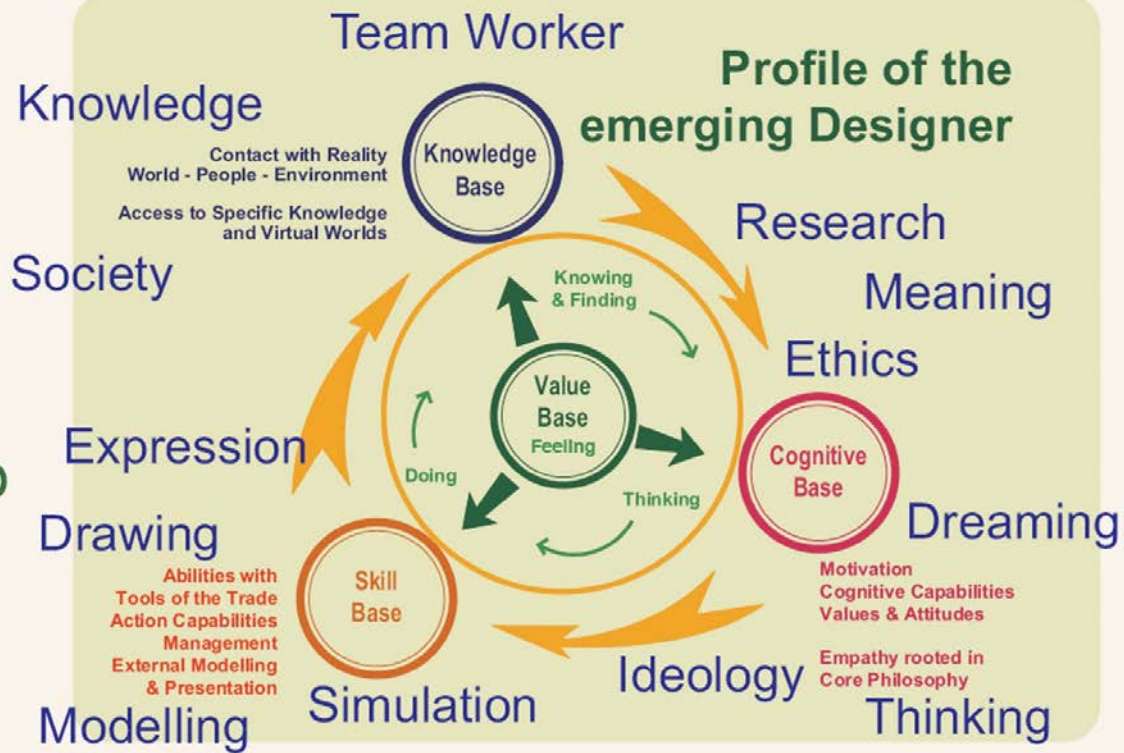
- “Design is the fundamental soul of manmade creation.” Steve Jobs (Apple CEO)
- You discover and you adopt a design sensibility.
- You become a designing person!

Design Thinking



What is Designing?

Understanding Design



What is Designing?

- Various yet related activities, using skills, knowledge, and sensibility, with the goal of turning an interior space into an effective setting for a specified range of human activities.
- Designing addresses both practical and aesthetic concerns and needs.
- Mere construction often does not address the aesthetic.

Designing is a Process

- There are many 'design process' studies, done by many different researchers, social scientists, designers, et cetera.
- Many of these describe a linear, sequential, rational, process, such as:
 - Program
 - Concept & Parti
 - Analysis
 - Research
 - Problem Solving
 - Documenting
 - Presentation

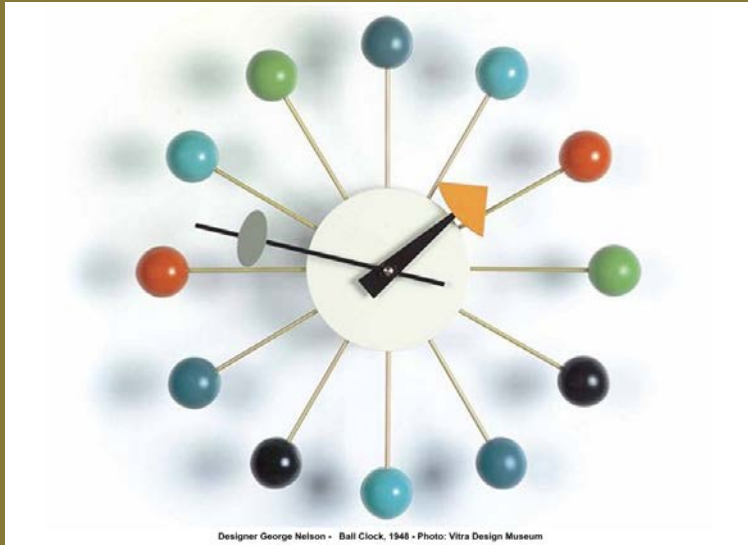
Action Centric Model

- This model proposes that:
- Designers use creativity and emotion to generate design ideas and proposals
- The design process is improvised
- The design process does not contain a universal, always applicable, sequence of stages.
- Designing is always a simultaneous interacting of analysis, testing, documenting, and revising.

George Nelson “Problems of Design”



Designed by George Nelson



Reflection, Evaluation, Transformation

- When you sit at your desk, looking at a written program you are engaged in one, two, or three of these activities.
- Reflecting: Thinking about issues, requirements, constraints.
- Evaluation: Deciding which aspects of a program/project should be given priority.
- Transformation: Taking words, and making visual images that represented what those words are describing.

How To Design: Program & Site

- Design (for us) starts with a program.
- A program describes the needs and desires of our client, or user.
- The program requirements must be paired against the site the client has selected in which to place the spaces/functional elements.
- The site is typically the interior of an existing building, or of a building under construction.
- The site always has constraints, limitations, characteristics, many of which cannot be altered.

Site Considerations

- Study the project space/site/building in terms of:
 - Climate
 - Building orientation
 - Views
 - Sun/solar conditions
 - Materials
 - Structure
- Develop as full an understanding of the project spaces/site as possible. Include this information in drawings as you look at them.

What makes sense to design for this place, this climate.....



.....is definitely not the same as what makes sense to design for this place and this climate.
Two hugely different site conditions.



A place such as this offers many existing conditions that can influence the ideas and approaches a designer might take in a project for an interior in one of these buildings.



Program Considerations

- Study the program to develop an understanding of what is being asked of you. The program is basically stating:
 - “Make spaces, places, that allow me to....”
 - (cook, sleep, bathe, entertain, read, et cetera)
 - Begin to make first responses, usually as sketches, to the statements in the program. These responses may require that you do some research to understand the special requirements of spaces.

- So, you have a building site, and a program statement.
- Understand each one as fully as possible.
- Then, you introduce them to each other!
- A good way you can do this is through sketches
- To make these sketches you now have to understand what the existing spaces, envelope, conditions, look like. Typically designers will do 'existing condition' drawings. Draw what you know is already there.
- Draw it in plan, in elevation, in section, and perhaps in perspective.

How Many Sketches Will It Take Me?

- Once you have reasonable, informative, sketches/drawings of the existing conditions, you can then use tracing paper to do overlay drawings in which you explore options.
- Designers explore many, many options, alternatives, as a project moves along.
- The number of sketches it may take you to arrive at a good design proposal is unknown. If you are lucky, and skilled, and focused, you may do a really good scheme after only a few sketches.

Perhaps many, many sketches!

- If you are not so lucky, or not so skilled, or perhaps just very picky and demanding of yourself, it may take you dozens, or even hundreds, of sketches to arrive at a scheme that you think works in all the ways you want it to work, in all the ways that it is required to work.
- It could take you five hundred sketches to get to where you feel satisfied about your idea.

Concept

A concept is a statement, usually written, that expresses what it is that you are aiming for, in an overall sense, in this project.

- A 'holiday' is a concept. A 'seaside holiday' is more specific. There can be yet more detail: a beach holiday, a yachting holiday, a bird-watching holiday, an adventure holiday, etc.
- The value of concepts is that we can use them to 'breed' ideas.
- Concepts can be categories of functions or an assembly of things or activities.
- An 'activity' is a concept. A 'game' is a more specific concept. 'Football' is yet more specific. The match between two specified teams is the actuality.

Parti

- From the French word 'Prendre parti' meaning "to make a decision" often referred to as 'the big idea.'
- This is the primary organizing thought, or visual form, behind a project proposal. "It is going to be like this."
- The basic scheme or concept, in visual form.
- A parti is usually a sketch, diagram, drawing, doodle, or some other graphic that represents the direction, concept, or theme of a design.

designing, as a creative process, begins with you.

- a design project, as an expression of need or desire, begins with a user, or client.
- the process of transforming a client's needs and desires into a physical, visible, space or object, begins with you.
- to be a creative designer you must have interests, you must have experiences that enrich your interests, you must accumulate appropriate knowledge and skills that help you conduct the creative processes involved in designing.

the beginning point of a design exploration is open to your own individual interests and thoughts.

- how you begin a design exploration is substantially up to you.
- you can do almost anything at the very beginning of a design exploration, and it can work for you as a way to get into the complexities of a project.
- for example, to design a portfolio/graphics page layout, you could:
 - spill ink on a piece of paper and let it run into a variety of shapes as gravity, and the absorption of the paper determine
 - draw out a regular, geometric grid, of half inch squares.
 - draw out an irregular geometric grid.
 - draw out a set of lines that seem to be of the moment, gestural, and not necessarily 'rational' .

how you begin is up to you, but to be a good designer you must have interests in the things that make up the world of design

- what kinds of things catch the attention of designers?
- materials: in terms of all the qualities that make different materials interesting, and beautiful.
- geometry: the application of various shapes, the relationships between objects, the clarity of 'pure' forms (circle, sphere, square, cube, pyramid, equilateral triangle)
- size and scale: the play between very small and very large in objects and in spaces
- color: the richness that is created by experiencing colors used in a purposeful relationship; colors that speak of an important 'reality', such as a regional material (red tile roofs of the southwest)

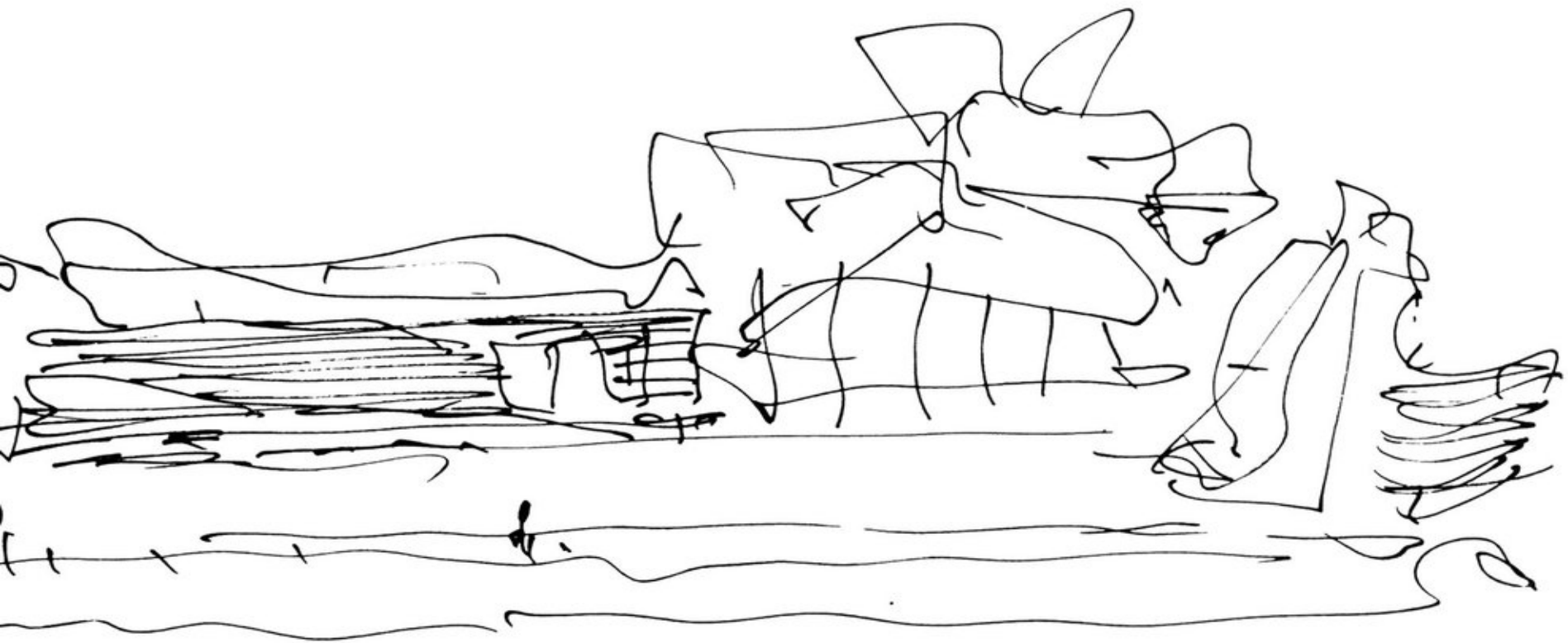
to do a complex activity at a high level, to do it really well, takes an unreasonable effort!

- it seems pretty clear that our ability to learn, and achieve high levels of skill in complex activities requires a great deal of regular, repeated, and focused effort.
- it may seem like too much effort sometimes, but such is life.
- if you want to be good at something there seem to be no ‘easy’ way to get there. the exception to this thought is that such work can seem ‘easier’ if you enjoy it, and if doing it seems to happen in a pleasant, enjoyable way.

when you are working on a design project you have to use all of your powers of concentration, creative thought, and enthusiasm.

- a design project is a setting in which decisions have to be made, at every step of the project.
- you must train yourself to step forward, and offer an answer, a proposal, to any question that is revealed. if you do this, you will discover that you have more knowledge than you thought, and you will impress those around you with your skill, and your discipline specific abilities.

this is a parti sketch by Frank Gehry, of the Guggenheim Museum, Bilbao, Spain. a parti sketch is a visual expression of the concept.



Frank Gehry Guggenheim Museum, Bilbao, Spain



This is a list of the architects who have received the Pritzker Prize. It is roughly equivalent to the Nobel Prize in other academic areas.

Pritzker Prize Recipients by year

architectural/design motif

- A design or designed image that is repeated over and over with little to no differences.
- Repeated unit to create visual rhythm.

