

**Ohio University**  
College of Fine Arts  
School of Art + Design  
**Interior Architecture**

## **Introduction to Design Process and Programming**

ART 2650 Fall Semester, 2020 Online

Professor: Matthew Ziff  
Email: ziff@ohio.edu



'Multi Colored Floral' photo by Matt Ziff

## Creating Project Characteristics

Fall 2020

Good designers often adopt, believe in, or make use of an overarching philosophy or design sensibility. Doing this may bring strong visual and intellectual character to your design work.

1. The *conceptual* beginning of a project could be selected from:

- Geometry & Parametric Design
- Nature & Bio Mimicry
- Fabrication & Standardization
- Universal Design & Historic Assemblage

This is a list of some possible qualities that can be used as 'rules' or guiding criteria, as you make decisions about the size and shape of elements in a project. These can be emphasized, and actually readable in your design work.

2. Experiential Realities that can be used to create interesting experiences:

Positive Space  
Negative Space

Linear Form  
Planar Form  
Volumetric Form

Day light  
Artificial light

Open View  
Filtered View  
Blocked View

Opaque Material  
Translucent Material  
Transparent Material

Rough Surfaces  
Smooth Surfaces

Visually Massive  
Visually Delicate

Calm Experience (emotion)  
Chaotic Experience (emotion)

Think about how these characteristics can be applied to the following:

- horizontal surfaces
- vertical surfaces
- moveable surfaces
- overhead plane
- seating possibilities (custom designed or specified existing seating)

3. Think about using, employing, some form of 'grid' in your designing!  
See "Grids Used In Designing" on the ART 3600 Home Page.

