Syllabus for

Academic year 2013/2014 >

MPP111 - Advanced form design 1

Syllabus adopted 2013-02-21 by Head of Programme (or corresponding)
Owner: MPDES
7,5 Credits
Grading: TH - Five, Four, Three, Not passed
Education cycle: Second-cycle
Major subject: Industrial Design Engineering
Department: 44 - PRODUCT AND PRODUCTION DEVELOPMENT

Teaching language: English
Open for exchange students
Block schedule: A

Course module				Credit distribution Sp1	Sp2	Sp3	Sp4	Summer course	No Sp	Examination dates
0109	Written and oral assignments	7,5 c	Grading: TH		7,5 c					

In programs
MPDES INDUSTRIAL DESIGN ENGINEERING, MSC PROGR, Year 1 (compulsory elective)

Examiner:
Tekniklektor Johan Heinerud

Replaces
MPP110 Form design development

Eligibility:
For single subject courses within Chalmers programmes the same eligibility requirements apply, as to the programme(s) that the course is part of.

Course specific prerequisites
MPP067 Computer Aided Modeling/Datorstödd modellering or equivalent

Aim
The course is intended to work with and further develop formal aesthetic concepts and methods by means of both lectures and individual and seminar exercises. It shall provide tools and training for advanced design and configuration of forms and formal systems based on theory and methods presented in lectures and course literature. We treat how we perceive the visual product appearance and the experience created by sensory and interpretive processes.

Learning outcomes *(after completion of the course the student should be able to)*

- Demonstrate an expanded understanding of the form and form elements
- Form theory: morphology and organization of form, the form´s structure and content
- Demonstrate an expanded understanding of the form it´s consequences and how it is generated
- Reflect on different views on form, formal systems and form theory
- Have an increased knowledge of form generating tools, their possibilities and limitations

- Understand, analyze, describe and specify the content, structure and functionality of three-dimensional forms
- Link a content, function and semantic message with skills in designing and be able to implement these in form-oriented design applications
- Scan and monitor similarities/analogies/citations in existing applied form design
- Apply the various approaches provided by lectures and course literature and experienced in workshops/ seminars and own reflections

Content

The course covers the areas of perception, analysis, experience and creation of form.
The principal themes of the course include:

- Perception and experience: configuration theory, configuration rules, compositional rules, visual appreciation
- Form design method: methods for form analysis and evaluation, form specification and form synthesis

Through the course exercises the theoretical content will be trained in terms of smaller assignments/formal design tasks to be conducted with the help of concepts, methods and tools learnt. A reflective report provides the student with the opportunity to collect, structure, evaluate and document the gained knowledge and experience and to bring up individual critical reflections on the own creative performances of form design.

Organisation

The course includes

- theoretical lectures and literature studies for overview input
- workshops/seminars/exercises to deepen the understanding of the theoretical input and to train up practical skills
- an individual reflective report, parallel ongoing throughout the course, consisting of a documentation of the theoretical issues and practical exercises and critical reflections on the own creative performances as well as the gained knowledge and experience

Literature

Literature will be announced/provided at the start of the course.

Examination

Examination of the course is based on participation in seminars, lectures and the completion of exercises. Participation in seminars will result in a Fail/Pass. Each exercise/assignment will receive a grade F(ail), 3, 4, or 5. The final grade F(ail), 3, 4 or 5 will be based on an average of the results of the individual exercises.