



## Topic: Concept Development

Objective: To help students articulate a visual design concept while providing guidelines to help lead them toward a successful project. Additionally, it will introduce the theoretical aspects of design that reflect the "question and inquiry" needed to generate a certain level of awareness to become successful designers.

Assignment: 3 Concept Development

As part of the concept development process, students will create a vibe presentation utilizing images, words, and a musical score

1. \_\_\_\_/Students are required to produce a minimum of 120 images that reflect their intended design concept. You may pull these images from various sites, but a good site is Pinterest.
2. \_\_\_\_/In selecting the appropriate images, the student should step outside of design that reflects the intimate and engaging lifestyle that your client leads.
3. \_\_\_\_/The student will also select a musical score that speaks to the client's lifestyle and references the essence of the conceptual presentation.
4. \_\_\_\_/The musical score shall extend longer than a typical musical score which ranges from approximately 3 ½ - 4 minutes long.
5. \_\_\_\_/Once the student has compiled the images and settled on a musical score, the student shall develop (3) conceptual terms that mirror the essence of the project and plot the path the design will take.
6. \_\_\_\_/Before presenting it in class, you will need to choose (3) conceptual terms that reflect the spirit of your presentation.
  - a. One term should reference how the music makes you feel.
  - b. Two additional terms should reference how the images make you feel.
7. \_\_\_\_/From the images that the student has collected, along with the musical score and the (3) conceptual terms. The student will produce a **creative** computer-generated presentation (i.e., PPT or similar) that leads the audience towards a singular conceptual production that reflects the foundation upon which the project is built or constructed. Note that creativity is the key to a successful Vibe Presentation.



2. Once you have completed your Vibe Presentation, reflect on the (3) conceptual terms you have chosen, the images you selected, and the musical score you used to tie it all together. Now begin to articulate a clear and concise Concept Statement that explains how you will address the client's needs and wants conceptually. The key or operative term here is "Conceptually."
  - a. You must utilize the (3) terms you have chosen as part of the concept statement and build upon those specific terms.
  - b. Your concept statement must utilize descriptive terminology describing how your space will solve the client's needs and establish an overall mood.
  - c. Physical applications for the design of the space should be kept to a minimum.
  - d. Note that this may require several iterations and may be an ongoing process until you feel that it captures the essence of your design.
  - e. Due to the nature of this process, the concept statement aspect does not have a defined due date, but the Vibe Presentation does. The only requirement is to communicate with the instructor on an ongoing basis through the development process.