

Assignment 2 – Concept Statement



Objective: To allow the student to understand how to transform an inspirational slide show into a design concept.

As part of the concept development process, students must write a clear and concise statement that references the essence of their Vibe presentation and explains how the concept addresses the client's needs.

1. After creating your vibe Board, re-evaluate the terms you have chosen to describe the essence of your Vibe Board. Ensure that the terms you have chosen are conceptually accurate for the project's intent.
2. Utilizing the (3) terms that describe your project, develop a statement that reflects what your project is attempting to accomplish.
 - a. ____/33 pts. You must utilize your (3) words as part of the concept statement.
 - b. ____/33 pts. The statement must comprise a minimum of one full paragraph.
 - c. ____/34 pts. Your concept statement must utilize **descriptive terminology** describing how your space will authenticate an overall spatial experience.

Note that this may require several iterations and may be an ongoing process until you feel that it captures the essence of your design. Due to the nature of this process, this assignment does not have a defined due date. The only requirement is to be in communication with the instructor regularly throughout the development process.

Total ____/100