DESIGN CONCEPT EXERCISE

Due: Wednesday, February 22nd (25 points)

ASSIGNMENT:

1. Search a design magazine of your choice and select a “room layout” to share with the class.

2. Based on the visual clues in the photograph, determine what the designer’s concept may have been.

3. Write a short essay stating the design concept and supporting your theory. Be prepared for a short 5 min. presentation to the class.

IDEAS FOR DISCUSSION:

As an exercise in programming and developing design concepts, you will describe why the designer chose the particular furniture, draperies, color schemes, etc. If you have selected a room that advertises a product (ie. furniture or fabric manufacturer), remember to think about who the target audience may be...

1. What is the age group and/or social class of the client?

2. Does the room reflect a certain design philosophy or established style?

3. What do the choices of fabric/ patterns say about this client?

4. Describe the color scheme and the ambience the designer is trying to establish.

5. Is there a hierarchy of design elements? Where does you eye travel first?

6. What is the element of surprise or unexpected contrast in the room?