



Interior Design Studio I

IDS 271

Assignment 5 -

Part 1 Create a web blog entry that reviews current issues of exhibition space design. For each of the following topics create an entry with a review that describes the relevance of the reference to the studio topic, critical insight to assist in the development of the project and corresponding image.

- Design firm specializing in exhibition design (one website)
- Professional organization, magazine, web blog dedicated to exhibition design (one website)
- Video Game Culture, Trends, or Communities (two websites)
- Exhibition design book that you check out of the library, or interlibrary loan system. Bring the book to class and share with other students. (one book)

Watch the following videos on Lynda

[Color Principles Lecture \(1h 34m\)](#)

<http://www.lynda.com/Fireworks-MX-2004-tutorials/working-with-color/83-2.html>

Part 1 **DUE** Monday, October 3 at the beginning of class. You will have a quiz over color on Monday, October 3.

Part 2 -- Creating a Model

Using your modeled pieces from assignment 4 create a conceptual model of an exhibition space using form-z. You may transform your modeled parts in the following manner:

- You may scale the parts to any size.
- You may repeat parts as many times as you need.
- Do not transform the parts shape or form.
- All parts are to be a plain white surface color.
- Do not allow objects to occupy the same space at the same time.
- Your model should explore the creation of an interior space.

It should be an abstract and conceptual exploration of space, form, light and color represented in a spatial model inhabitable by people.

Use the project statement given to you earlier in the course to outline the core components of the design. The issues and requirements in the project statement document must be met as you develop this assignment.

Foot print: A standard module for tradeshow exhibitions is 10'X10'. You are allowed to configure a rectangular or square space that occupies no more than 2,000sf.

Focus on the overall experience of transitioning and sequencing the following spaces in the exhibition.

- welcome/first impression space
- demonstration/hands-on game space (large 50 people and small group 5 people demonstrations and hands on trial of the game 1-4 people.)
- social interaction space (place to discuss ideas, experiences, and promotion of the game 10-2 people)

Use Form Space and Order or one of your earlier investigation in organization to assist in the creation of your environment.

Part 3 – Color with Light

Create two versions of the same exhibit model. One model to investigate transparencies and light. The light color in the first model is to remain white. You may change some of the surface styles of any of your objects to become transparent and reflective. Keep the the color of the objects in the first model white.

The second model you may change the color of the lights. Add light sources that change the spatial experience through color. You may use transparent and reflective surfaces, but the color of objects must remain white as in the first model. You may use different light sources in this model as compared to the first model. You can add lights, and change the color, and position of the light as needed.

Part 4 -- Perspective Composition

Perspective images in this assignment will be evaluated on the ability to illustrate space, foreground, mid-ground, background, and atmospheric conditions (distant and near blur). Take the time to carefully compose and design all images selected for rendering.

Key Concepts

- Diminishing Space
- Foreground, Midground and Background
- Foreshortening
- Atmospheric Condition
- Cone or Angle of Vision - (Wide or Narrow Vision Angle)

Implementing the key concepts above create 12 interior perspectives of each model created in steps two and three. Nine of the twelve perspectives are to illustrate the transition and sequence of the above spaces in the narrative sequential format. One each of the remaining three perspectives should illustrate a high end compelling imagery of each above space (welcome space, demonstration space, and social space). You are to have a total of 24 interior perspective when the project is complete.

- Select the white or color model and include human figures to all perspectives per the guidelines below to either the.
- The perspectives with the human figures are to also implement the blur tool.
- You should have 12 perspectives with human figures and 12 without human figures.

Create 5 exterior perspectives of each model. (Add human figures to 2 of the perspectives)

Create one top view and three side views of each model.

Create two axonometrics of each model.

Each perspective is to be rendered in Renderzone with a plain black background. Render images at full screen resolution.

Part 5 -- Human Figures

Take photographs of yourself and your classmates in the photo studio with a neutral background and use these photographs as a basis for creating human figures in your formZ models.

Abstract the images by making the human form to add scale and population to your environment without distracting from the design of your design.

Add human figures using photoshop and appropriately populate your spaces to indicate how the space would be occupied during a busy time in the exhibit.

Edit all rendered images for basic color, contrast, etc.. in photoshop.

Part 6 - Print Best Image from Previous Assignment

Print the best images created from last weeks project on high quality photo paper. (8.5X11) Make the image fit the entire sheet of paper. The image selected should have a horizontal format. Set the print quality on your printer to the highest setting.

Part 7 – Create a Web Gallery

Present your photographic exploration as web galleries linked from your web page as per the program style guidelines. Create and post the following web galleries.

- a. Model in White Title and annotate each photo to communicate the objective or concept(s) explored in each image so the information appears in the web gallery.
- b. Model in Color Title and annotate each photo to communicate the objective or concept(s) explored in each image so the information appears in the web gallery.

Create a journal/blog post with the best three rendering in this assignment. Provide a reflective statement (approximately 500 words) that communicates the process and lessons learning in the exploration of your object. Refer to images you post to illustrate your reflective thinking.

DUE DATE: PER CLASS SCHEDULE