

INT-423 Conceptual Design

MEF University – Faculty of Arts, Design, and Architecture

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Concept generation is an indispensable phase of the design process for successful project development. Whatever the project in question is – packaging, advertising and printed material, 3D objects, interiors, buildings etc. – it is the originality of the concept and the way in which it is communicated that sets your design apart. Nevertheless, in real-life projects, there are various limitations upon the designer's freedom to innovate or generate new concepts. To name a few, sales figures, target audience, available means of printing and manufacture, available materials, the client's brief put considerable limitations upon the proposed concepts. When such restrictions are temporarily relaxed, however, designers are given a chance to experiment with not only new concepts but also new ways of design thinking and communication. This course is intended as a ground to enjoy 'informed' and creative experiments with conceptual design problems.