GUJARAT TECHNOLOGICAL UNIVERSITY

Bachelor of Design Syllabus (Industrial Design)

Subject Code : 10130303

Subject Name : Form Studies

WEF Academic Year :	2024-25
Semester :	3
Category of the Course :	**Core**

Prerequisite :	Nature and Geometry
Rationale :	Ability to visualize and develop 3 dimensional forms with refined aesthetics and proportions is expected to be one of the core competencies of a product design professional. From form stylisation inspired by nature to imagining form in different scales and interpreting forms from bio-mimicry are some of the layers in exploring and developing forms that capture the very essence of inspiration or metaphor while considering aesthetics of designed products.

Course Scheme :

Teaching Scheme			Total Credits	Assessment Pattern and Marks				Total Marks
				Theory		Practical		
L	T	PR	C	ESE (E)	PA(M)	ESE (V)	PA (I)	
0	2	2	3	0	30	50	20	100

Continuous marking based on classroom assignments pertaining to different aspects of visual Design Elements. Final internal presentation in form of course documentation. End semester evaluation by external jury to evaluate extent and quality of explorations, initiative, originality of visual ideas and overall understanding of various visual elements of form and aesthetics.

Course Content:

Sr. No.	Course Content	No. of Hours	% of Weightage
1	**Unit I**: **Form Transition and Integration** Form transition and integration with two or more end contours to explore visual balance and aesthetics of 3-dimensional form in POP, wood, wire, fabrics. Visualization of form in two different materials and treatments such as texture, finish (matt/glossy) color, patterns, transparency, feel etc.	14	25

2	**Unit II: Stylisation of Natural form** Introduction of the concepts followed by Assignment to stylise a 3 dimensional natural form and imagining the same in different scales from human to architectural based on its inherent visual and/or functional characteristics in 3 dimensions.	**14**	**25**
3	**Unit III:Bio-mimicry** Biomimicry as a concept with examples of inspired products. Assignment to study morphology, joinery, movements, original functions and convert them into stylised forms replicating the characteristics of original inspirations.	**14**	**25**
4	**Unit IV: Development of 3D model** Development of a 3 dimensional model of Biomimicry interpretation with all form characteristics in appropriate materials.	**14**	**25**
	Total	**56**	**100**

Reference Book:

- Smith Paul, 2001, *You can find inspiration in everything,* Thames & Hudson
- *On Growth & Form by D'arcy Wentworth Thompson, Kroon M Thompson*
- Critchlow, Keith, Islamic Patterns - An Analytical and Cosmological Approach 1983
- *Looking and Seeing Volume 1 To 4 by Rowland Kurt*
- *A Primer of Visual Literacy by Denis A Dondis*
- *The Hidden Dimension by Edward T. Hall,1966,*
- *Conceptual design & Preliminary Analysis of Structure, Module, Proportion, Symmetry, Rhythm by Fraser Donald J Kepes; Pitman Publishing, Marshal Mass (1981)*
- Kimberly Elam, Introduction to Three-Dimensional Design: Principles, Processes, and Projects (Design Brief) – October 2020
- Kimberly Elam, Geometry of Design-Studies in Proportions and Composition, Princeton Architectural Press, 2001

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level*
01	Develop visual and aesthetic sensibilities in appreciating forms in Nature and their stylised interpretation in 3 dimensions to capture the essence.	
02	Enable perception of different scales in which a form can be interpreted and dealing with related attributes in different scales and proportions.	
03	Develop sensitivity to the complexities of natural forms and how they can be mimicked in their function, visual characteristics, joinery, movement as a way of applying to human product forms.	
04	Enable analytical ability, sense of judgment and observation inferences to negotiate rational, intuitive and emotional responses in user feedback.	

*RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create

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