Advanced Principles in Design

2025–26 / 200933

Credits: 6 ECTS
Language: English
Contact Hours: 45 Hours

Course Description

Through demonstrations, workshops and studio sessions, this course will exercise students' creativity and knowledge regarding both traditional and contemporary, innovative ways of creating and doing. As creative minds and human beings in a constant learning process, we must understand the importance of context and the interactions between the artist/designer and the surrounding world.

This methodological and interdisciplinary course emphasizes collective creation, building teams and bringing students out of their comfort zones. This course will guide students through research and project exercises. Visiting and re-visiting the city will help students reach an immersive understanding driven by analysis, data visualization, sketches and presentations. Students will select the most interesting ideas and make them happen.

Modules

→ Advanced Principles in Design
→ Compositional criteria: from shape to structure
→ Storytelling & Data Visualisation

Learning Objectives / Outcomes

At the end of the course, the student will be able to:
→ Demonstrate understanding of the foundations of a project (form, shape, texture, color, semantics, etc.)
→ Analyze morphology and semantic meanings.
→ Apply fantasy and imagination to a design project, encouraging divergent thinking.
→ Practice collective creativity models away from existing preconceptions.
→ Work in collaborative environments, especially between students from different background.

Requirements

Students will create the following project exercises:
→ Exercice 1. Collections: observe the city with a new sight, select what is unique and create a series of photographs, sounds, videos, stickers,... that end up in a booklet.
→ Exercice 2. Hack your Day: create an installation transforming the public space.
→ Exercice 3. Creative Postcards: recreate the concept of a postcard in a contemporary way. Students explore format, communication and materials.
→ Exercice 4. Genius Loci: analyse and recreate the essence of a place.

Teaching Method

This course will combine classroom lectures, discussions, interactive hands-on learning and projects.

Grading

30% Participation
40% Process
30% Proficiency

Students will have to complete all the parts included in the grading weights and earn at least a 5/10 in each part.

Bibliography

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