DUE: 11th Week
3 conceptual design options (site plan, program layout, massing, and descriptive vignettes / physical models for each); representations must indicate scale, orientation, and material.

5. Concept Development Options
Develop and use a consistent format throughout the Research Document. Provide references and document sources for all information cited using the American Psychological Association (APA) format…

INTENT: Conceptual development exercises are meant to provide the first physical investigation into architectural form generation for the thesis project. This exercise should merge ideas growing out of your understanding of the site and program along with your critical position and thesis statement to form an expression of your design methodology into three-dimensional form.

DESCRIPTION: This is the most critical component of your research tasks as it sets the groundwork for the future design and development of your thesis. Consider how the spatial, environmental, and perceptual relationships of site and program can inform and develop an overall design concept through hybrid modeling or meta-diagramming.

CONTENT: Develop a series of three conceptual study models w/drawings that integrate information and data from the contextual analysis and program development tasks along with information and knowledge gained through research methods three possible directions for the design portion of the thesis. Provide conclusive analysis of these studies responding your two sites.

“Concepts are tools for making design decisions at every scale and stage of the design process.”

“A concept is an idea about the appropriate relationship between the parts of a project – the important, useful, functional, aesthetic, or noteworthy parts.”

Donna P. Duerk

“Form is what (to do), Design is how (to do it).”

Louis Kahn

USEFUL SOURCES:
Architectural Programming: Information Management for Design, Donna Duerk
Design and Analysis, Bernard Leupen