

DSGN 241 Concept Development

This course introduces students to the fundamental skills required for concept development, to solve specific design problems in the context of the operations of multimedia design projects, it builds confidence in creative thinking skills.

(Pre-requisites: N/A)

Course Learning Outcomes:

By the end of the course, students will be able to:

1. To demonstrate critical knowledge of multimedia design projects' concept development.
2. To understand legal and ethical considerations during concepts development.
3. To utilize ideas and develop concepts for multimedia design projects.
4. To demonstrate the ability to present design concept brief individually and as part of a team.

Textbook & Course Materials:

- N/A

Course Content:

1. Research
2. Target Audience & Personas
3. Finding the Style Direction
4. Mood board
5. Brainstorming, Word Mapping Concepts
6. Sketching Basics
7. Working with Typography
8. Choosing Concepts
9. Refining Concepts
10. Alternative presentations
11. Develop a Typographic System
12. Colour Psychology
13. Design Voice and Language
14. Photography system and rules
15. Drawing characters
16. Environment Sketching
17. Drawing in Perspective
18. Storyboard camera angles & shots
19. Boarding Process