

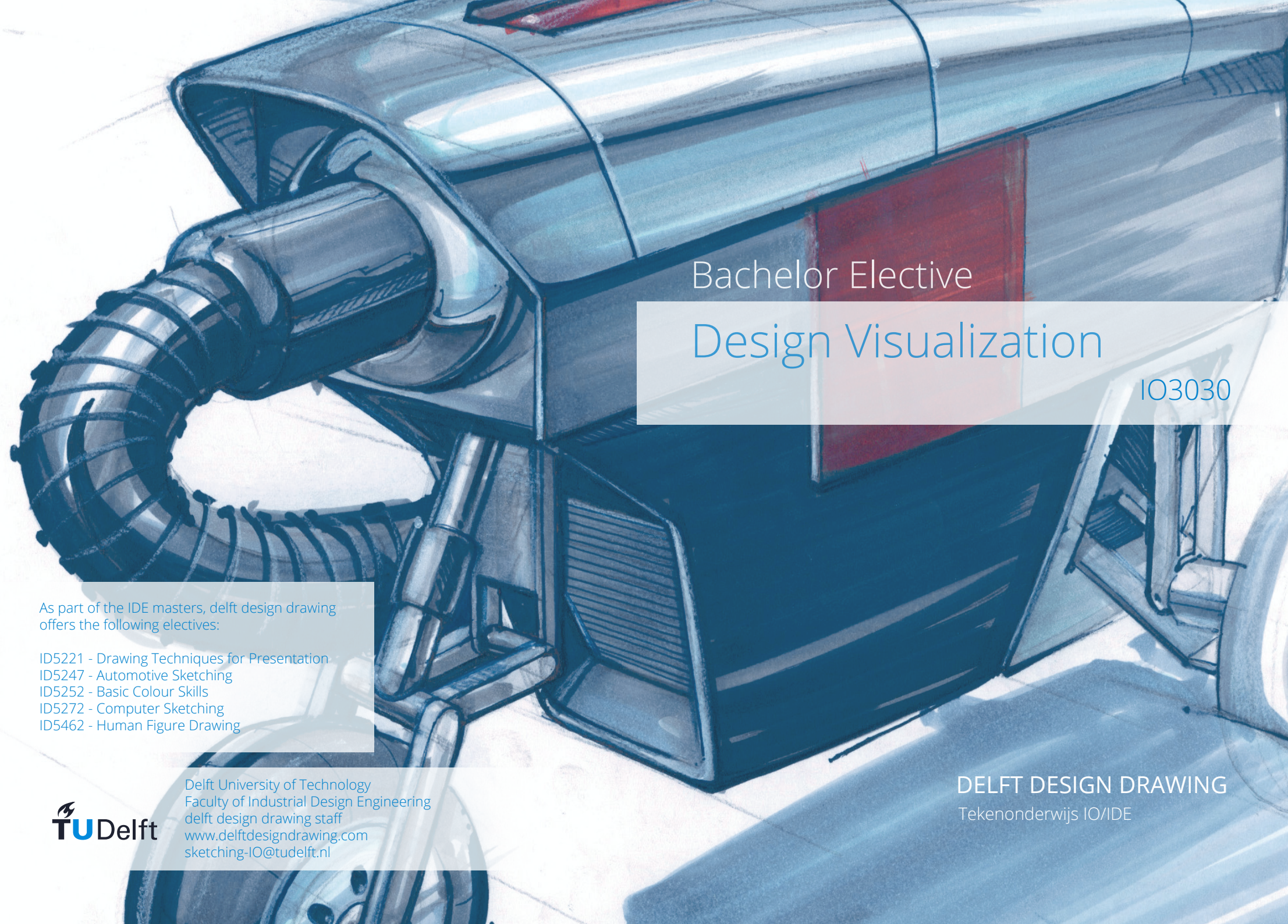
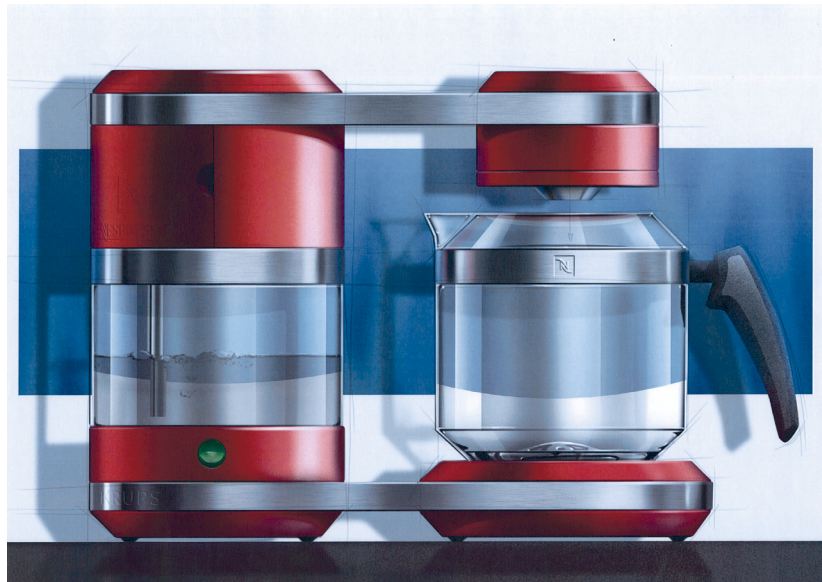
General info

The design visualization course offers students essential sketching and visualization methods that are implemented throughout every stage of the design process. Ideation sketching, conceptualization and materialization, digital sketching & editing and photography are a few of the techniques that students will learn to master and implement.

Course content

The course consists of two main design trajectories. The first trajectory involves the side-view design and visualization of a heatgun/drill/hairdryer, where 3D volume must be communicated in 2D sketches and drawings. Through in-depth study of materials such as chromium, high-gloss surfaces and matte rubber, students will be able to materialize their design in a convincing and appealing fashion. Combined with lectures and exercises in graphic design, students will attain the knowledge and skills to present their design on a poster.

The second design trajectory concerns the design of a specific consumer product in 3D perspective, with a set of requirements as a starting point. The design process is then launched by making a collage to gain insight and inspiration. Many techniques are studied more in-depth, where different media are explored. Students will learn to add the human factor and establish interaction & context through digital sketching and editing.



Bachelor Elective Design Visualization

IO3030

As part of the IDE masters, delft design drawing offers the following electives:

- ID5221 - Drawing Techniques for Presentation
- ID5247 - Automotive Sketching
- ID5252 - Basic Colour Skills
- ID5272 - Computer Sketching
- ID5462 - Human Figure Drawing



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DELFT DESIGN DRAWING
Tekenonderwijs IO/IDE

Design Visualization IO3030

ECTS: 7,5
duration: 9 weeks
8 contact hrs/week



Ideation Sketching

Generate sheets of ideation sketches and learn how to efficiently communicate your ideas and process



Poster Design

Learn about the rules of composition, colour balance and many more elements in graphic design to make a professional poster presentation of your design proposal



Concept Sketching

Learn to develop a sketch further by accurate geometry definition as well as suggesting different materials and detailing



Digital Sketching & Editing

Explore the digital tools and methods in sketching and visualization



Photography

Gain knowledge of lighting, composition and editing to make professional photos



Material Studies & Exploration

Study various and intricate material properties like transparency and shiny metals