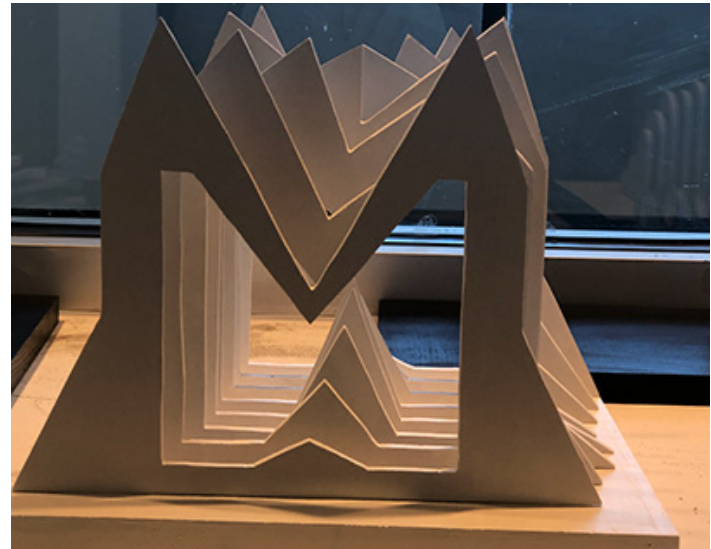


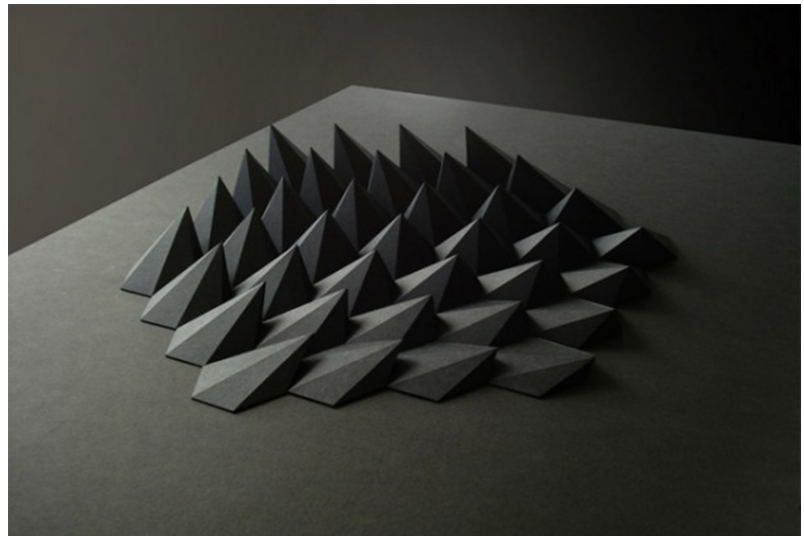
# What Is 3D Design?

- 3D Design is about how form is perceived, not what it represents.
- This course focuses on structure, repetition, variation, scale, and difference.



# Design vs. Art

- Art often asks: What does this mean?
- Design asks: How does this work?
- This course emphasizes the systems, structure, and perceptual techniques both use.



# Where 3D Design Shows Up

- Architecture
- Product Design
- Exhibition & Retail Spaces
- Furniture & Industrial Design
- Game Environments
- Public Installations
- Art

- Architecture



- Product Design



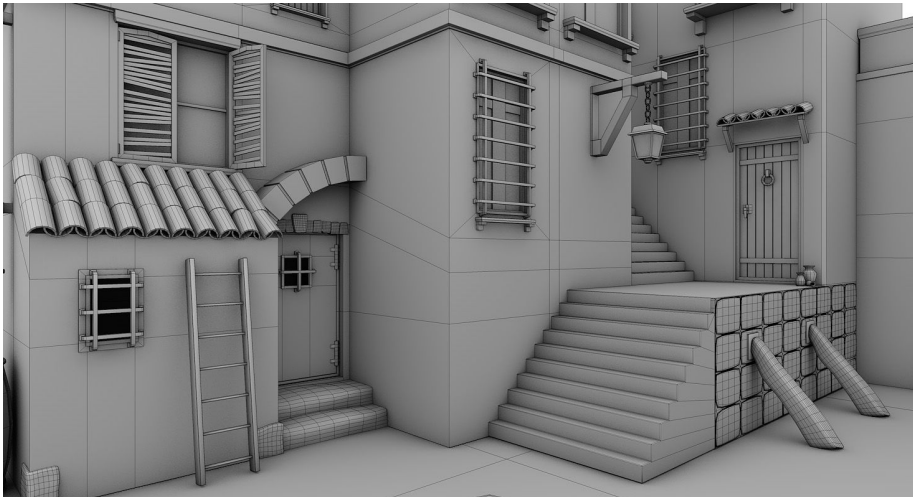
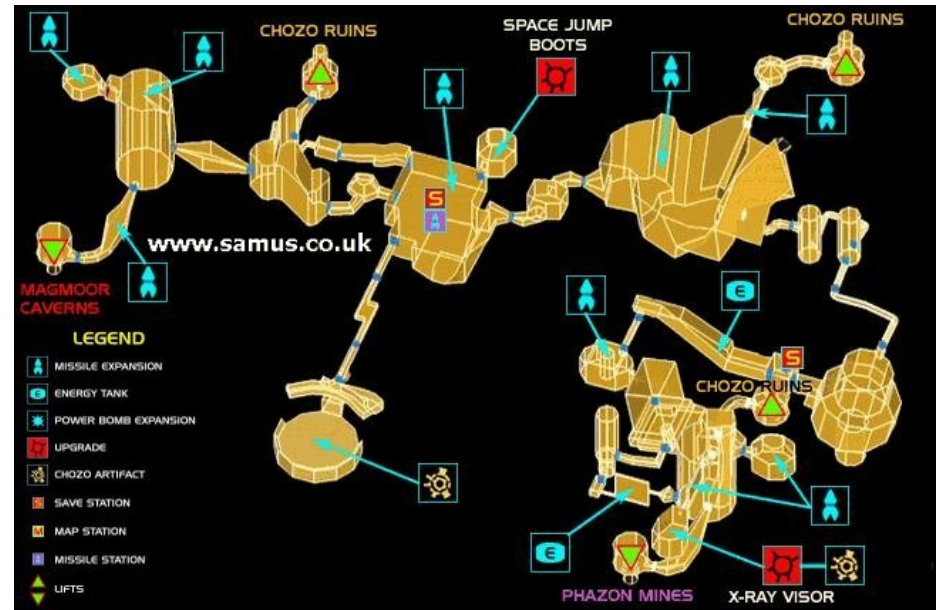
- Exhibition & Retail Spaces



- Furniture & Industrial Design



- Game Environments



- Public Installations



- Art

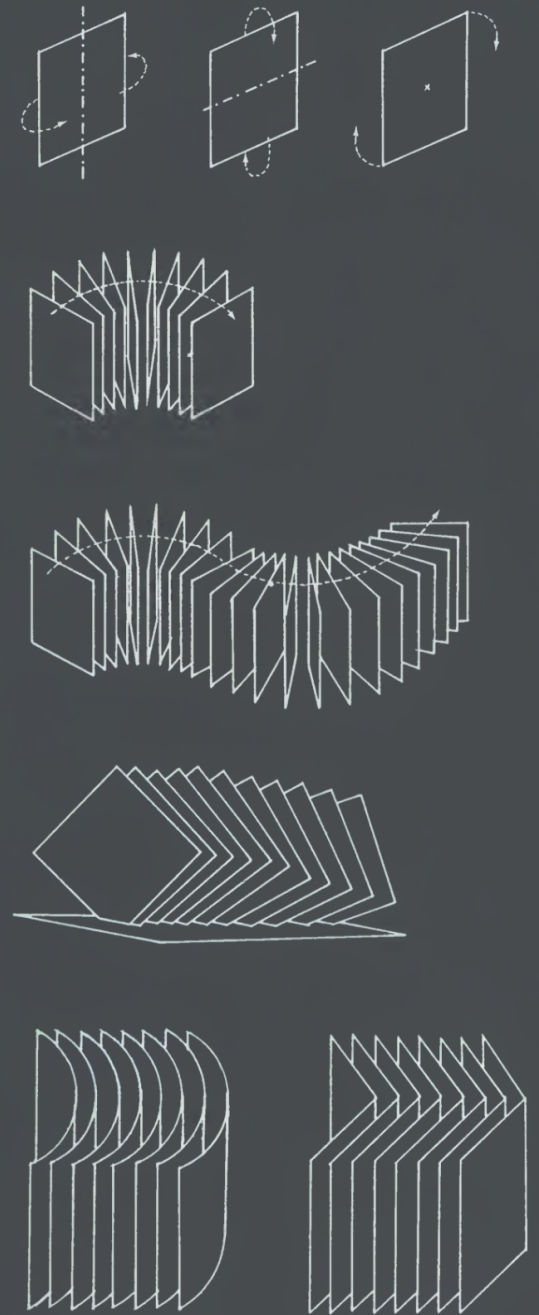


# Design Operates on Expectation

- People approach objects and spaces with assumptions.
- Dynamic design disrupts expectation just enough to hold attention.
- Good design does not give all the information.
- Implied form invites the viewer to complete the work perceptually.

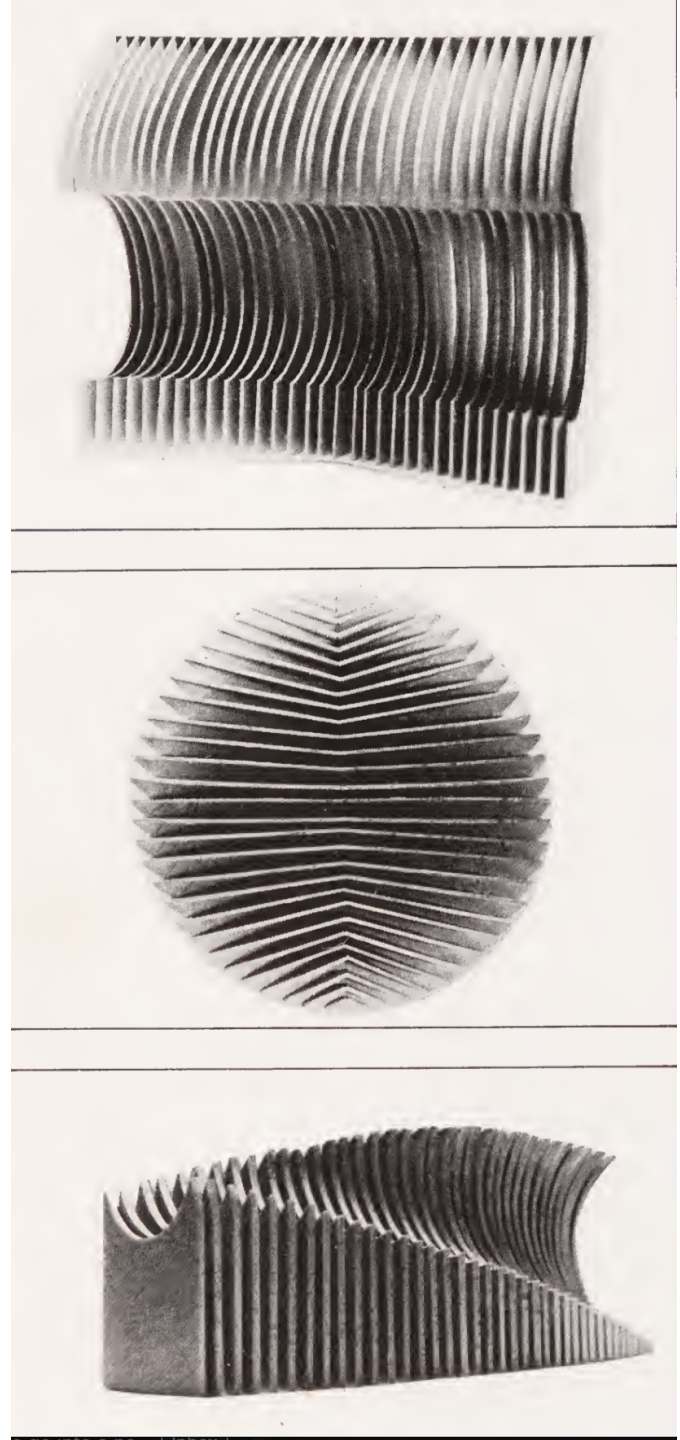
# Emergence Over Description

- Forms do not need to be fully built to be understood.
- Coherence should emerge perceptually, not be fully stated.



# Craft Is Deliberate

- There is no single correct solution for these projects
- Craft, precision, and material handling are measurable and essential.



# What You'll Learn to Do

- Make intentional design decisions
- Control unity and difference
- Design dynamic forms and spaces
- Build clear, well-crafted work