



Ferhan KIZILTEPE- şaha ASLAN

## **DESING OF THE SENSES**

( Poster)

**Topic: The Samples of Conceptual Design Based on Senses in Education of Interior Architecture.**

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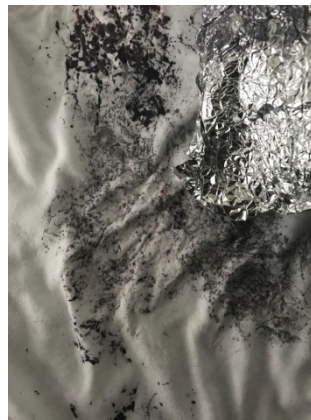
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### **Abstract**

Space is not only a means to counter to a merely pragmatic function through its indicators but also acts as a means of producing emotions. While emotion and emotion production which can be considered as the area of interest of plastic arts, it has been seen that the conceptual studies started to be designed together with function within the last century. Nowadays, people want to consume more of the products that have a similar approach in parallel with their own lifestyle. This shift in people's understanding of consumption has necessitated the designers to consider the conceptual expectations of consumers while seeking answers to be functional questions.

In this section, the results of the conceptual studies of the first year students of interior architecture by considering the issues mentioned above will be shared. This study, which discusses the perception through sensory and sensory mechanisms, was carried out with the first year students of TOBB University, Faculty of Architecture and Design Department of Interior Architecture in the 2017-18 academic year. The students studying on the basic design concepts in the first semester of the study period, which was spread over two semesters, were asked to determine a flower for the conceptual study. Through these flowers, it is aimed to produce sensation by focusing on different sensory mechanisms in each time and to plasticise these sensations in different ways. As a result, these conceptual designs will be presented to the audience in the poster section of the GA2018 Verona meeting.



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**Key words:** Basic Design, Concept, Perception, Sensation, Emotion, Generative

## **Design of the Senses**

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*Architecture and Design Faculty, Eskişehir Technical University, Eskişehir, Turkey*

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Space is the interest of PHILISOPHY, AESTETICS and SCIENCE, as an expression of the idea it is carrying [SEMANTICS], the form it is being used for [PRAGMATIC] & the technology it is made of [SENTACTICS]. It Space can be perceived by EXPERIENCE and experience can be regarded as a transformation problem where OBJECTIVE REALITY is transferred into the SUBJECTIVE REALITY [1].

This study, discusses the perception through sense & sensory mechanisms, was carried out with the 1st year students of TOBB ETU, Department of Interior Architecture & Environmental Design in the 2017-2018 Academic year, under the Basic Design course

### **1. The Path of Sensation, Emotion and Perception**

PERCEPTION that can be defined as a high-level mental performance occurs within the layered structure of the brain called cortex. Different types of receptors [eye, ears, touch, etc.] sensitized to their own different types of stimuli progress [sight, sound, touch, etc.] through the lower layer called The First Sensory Field to the upper layers. Each step of the process transfers the data to a higher layer, each transfer enables the conversion of data into information [2].

The information can also provide feedback from the upper layers to the lower layers. The reason for the bi-directional movement is the ability of the cortex to make predictions. The brain has to send information back to the first sensory field so that a comparison can be made between what is available and what is expected to happen through foresight. Therefore, the data from a source can be transformed from its own source to a different source [3].

## **2. The Samples of Conceptual Design Based on Senses in Education of Interior Architecture & Environmental Design.**

The study was designed with reference to the mechanism of transformation of information in the mind. The study aimed to enable the students to select a flower of objective reality, to analyze it, and to get the design knowledge in the focus of different sensory mechanisms each time through flower.

### **2.1 Posters**

Four posters related to the subject are as follows.

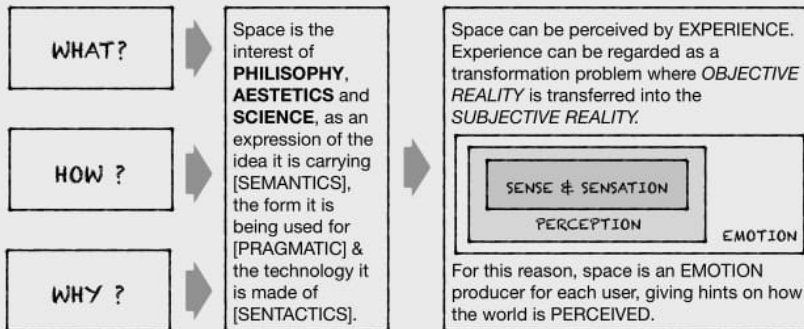
### **References**

- [1] L.L.Avant, H. Helson, *“Algı Kuramları” (Theories of Perception)* (Y. Topsever Trans.). Ege Üniversitesi Basımevi, 1990, İzmir, Türkiye.
- [2] Ş. Aslan, *“An Approximation Towards the Sense Criteria in Basic Design Education”*. Ankara: Hacettepe University, Ph.D. Dissertation in Interior Architecture Programme., 2012. Ankara, Türkiye.
- [3] J. Hawkins, *“Zeka: Beyin Nasıl Çalışır? Nasıl Düşünür? (On Intelligence)* (Z. Duman Trans.). Yakamoz Yayınları, 2010, İstanbul, Türkiye.

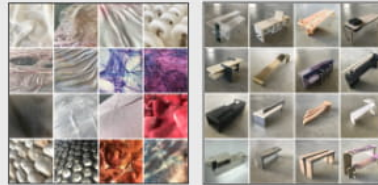
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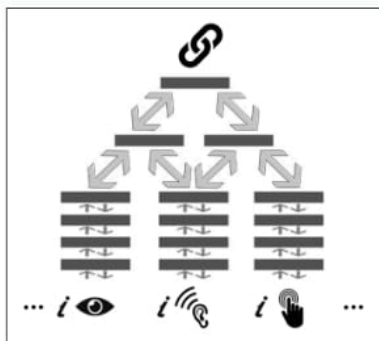


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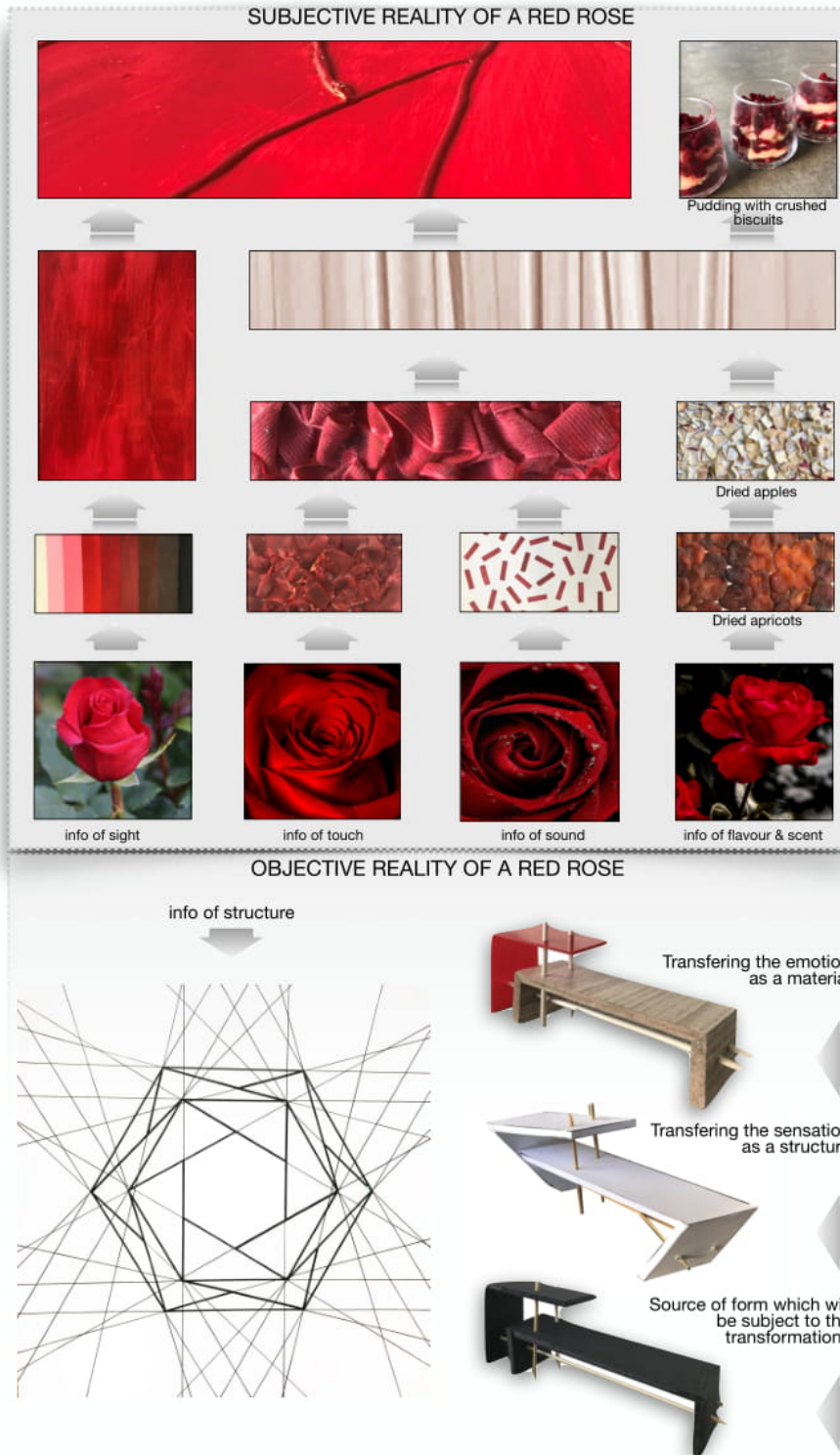
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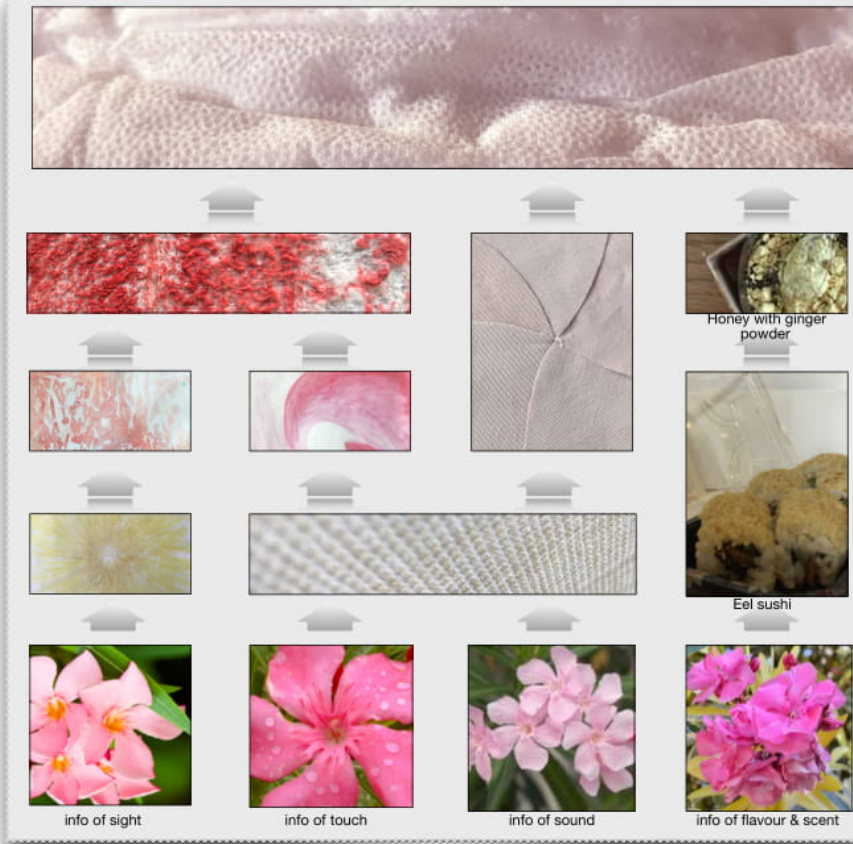
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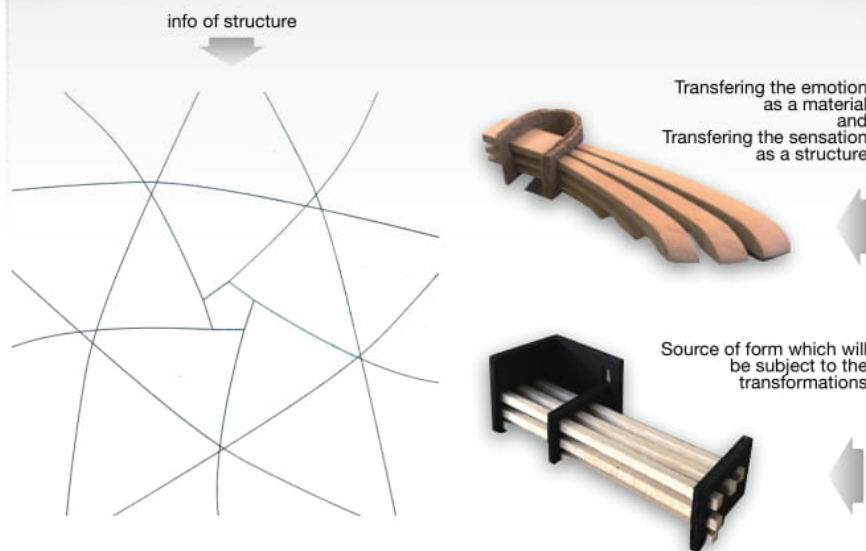
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## SUBJECTIVE REALITY OF AN OLEANDER



## OBJECTIVE REALITY OF AN OLEANDER



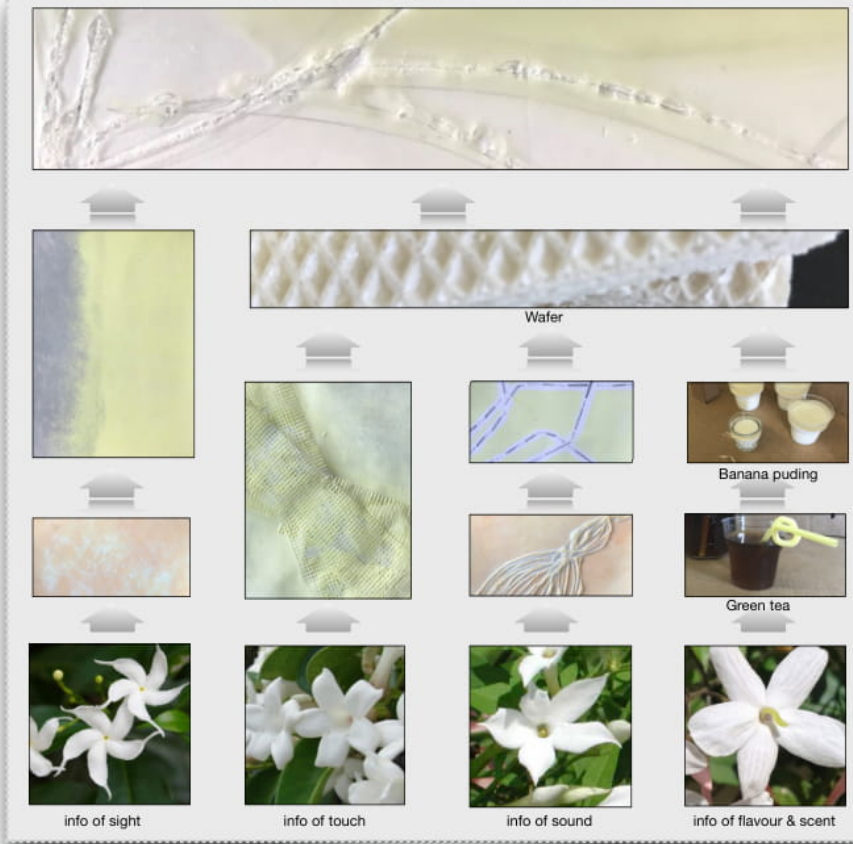
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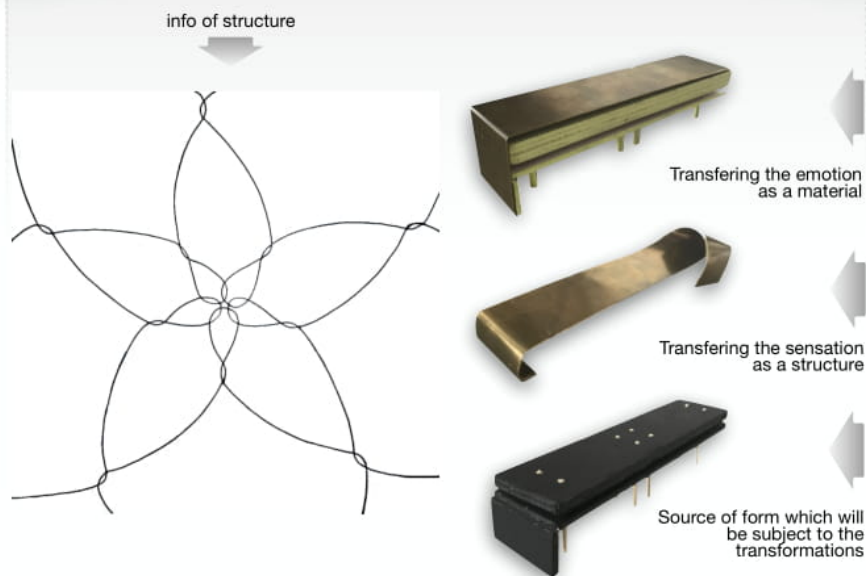
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## SUBJECTIVE REALITY OF A JASMINE



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