

IMPLEMENTATION OF
CONCEPT IN
ARCHITECTURAL DESIGN

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A concept is like a magical term which dictates not just the architectural world but many parts of our life. Unknowingly, we work on deciding and executing concepts on daily basis. A concept does not dictate the final manifestation of anything but instead it sets up a sort of rules that guides us to deliver the promised end result. Having a good understanding and ability to formulate and execute a good concept can be very empowering.

Analysis of facts and figures from the studies of clients brief, site visits, case studies, etc., formed the base to formulate the design goal. Programmatic Concept translated the Design goal into a set of general guides which formed the essence of the design strategies.

The foundation training of an architectural education must have a strong program to develop abilities to translate and transform the non-tangible elements

into a tangible, physical being. Only then the students will be able to develop proper design goal and concept from the analysis of facts and figures established during the initial research stage.

Prior to physical design, architectural design process requires translation skill. Translating design concept is the stage where the guidance or strategy is set before actual design takes off. It will set the tone of the upcoming design where the design goal with all of its description will be translated into a physical being, something which is tangible in form, colors, textures, etc. Throughout the design stage, students have to keep in mind as not to stray away from the design goal. This requires translation of a “non- tangible” description into “tangible” beings. The Architectural foundation training must have a strong program to develop the ability to do this translation.