

**Concept Design | EVSS 2018 | 80 learning hours**  
Assistant Professor Ang

**Objectives**

1. Design a clearly defined visual narrative of your portfolio concept
2. Creatively diagram the concepts structure with visual mind maps
3. Navigate concept, assessment, design, strategy, implementation
4. Professionally write and convey the creative/analytical aspects
5. To bring diverse ideas and disciplines together

**Learning Outcomes**

1. Transform an abstract idea into a real world application
2. Use design thinking to establish a clear, streamlined workflow
3. Succinctly and innovatively design and present a concept
4. Able to make valuable connections from disparate resources

**Week One**

- Written presentation of concept map
- Portfolio Concept assessment | mind mapping | phase 1
- Visual narrative of concept | phase 1 | elements
- Sensory Journal

**Week Two**

- Verbal presentation of concept | production
- Portfolio Concept design | mind mapping | phase 2
- Visual narrative | phase 2 | rhythm
- Sensory Journal | ongoing

**Week Three**

- Portfolio Concept strategy | mind mapping | phase 3
- Visual presentation of concept | creative/technical process
- Visual Narrative | phase 3 | integration
- Sensory Journal
- Group critique

**Week Four**

- Concept implementation | mind mapping | phase 4
- Visual Narrative | phase 4 | attention and intention
- Analog/digital presentation of map, narrative, journal