

RESEARCH THEME

Title of the doctoral research Visual codes and communication strategies in the multimedia age in design project and interior design culture

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Abstract

Despite the XX century design and architectural representation often configured as a strictly regulated language, it was able also to express personalized forms, developing a specific graphic genre. The introduction of the computer graphics has initially deprived the drawing of its previous importance while the mass media and the visual culture offered new references to design field. The languages of visual art, cinema, photography, advertising, comics and so on became a source of inspiration for the creation of new languages. The introduction of technology and the development of digital tools have changed the design process and as well the approach to representation, widening the concept of 'drawing'.

The design representation is searching for new languages. Dynamic 3D images could be suitable to enhance the project communication also in term of digital development and digital conservation of temporary structures.

The project promotes a research about new representation trends in the design fields and the development of a new image culture in interior design representation, in order to overcome the anachronistic dichotomy between 2D drawing and 3D virtual representation, often featured by a nostalgic approach, and it's to define the new expressive codes for project representation.

In the multimedia era the project needs new solutions for the communications of the intangible information hidden behind concept drawings, spaces projects and design processes.

The research purpose to check references and trends in the evolving design representation culture, and the potentiality of digital tools for the development of new design representation strategies.

Keywords Computer graphics and multimedia, Design representation, Visual culture