





Design has to be delivered in a form *understandable* to those who make or approve an artefact .

The most widely used form of communication is <u>DRAWING</u>.

Drawings need to convey information in the most precise manner – must be made in accordance to a certain rules and principles.

Learning to read and make drawings is a very important part of design education!

Ahmed Kovacevic, City University Londo



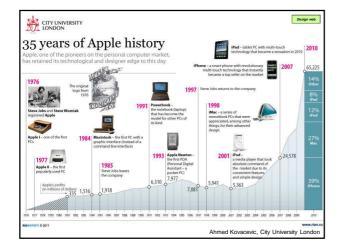
Design web

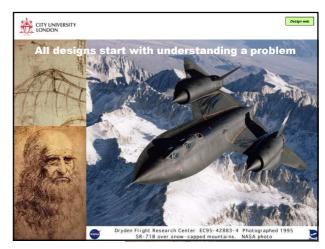
## Philosophy of Designing in general

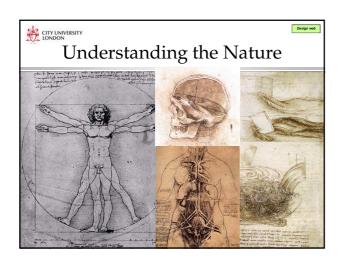
- Governing everything could be seen in one overriding principle of 'Necessity'
  - » Principle of 'Necessity' dictates that the form always perfectly fits function in nature, with no insufficiency or redundancy; it compels every force to expand itself in the most direct way available for it, it prescribes that the simplest design to achieve a given end will be followed; and it must be respected by any human contriver of artificial things.
- 'Necessity' is the mistress and teacher of nature; necessity is the theme and inventor of nature, the curb, the rule and the theme.'
- The universal architecture of Necessity is geometry

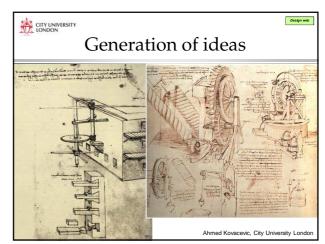
From Martin Kemp's book "Leonardo"

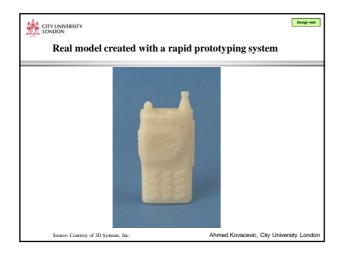
Ahmed Kovacevic, City University London



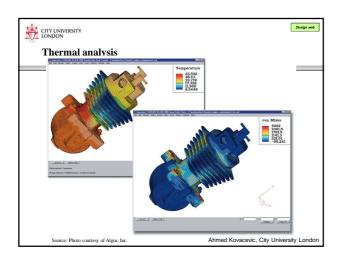




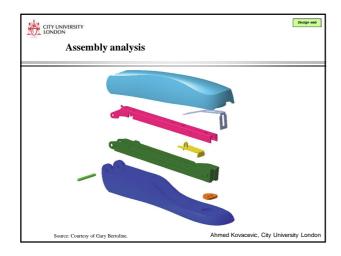


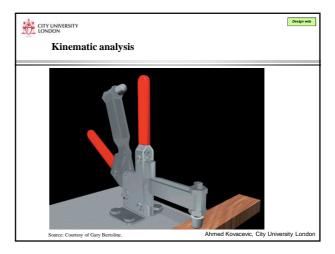


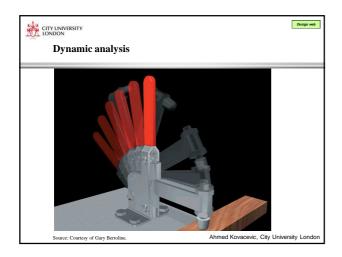


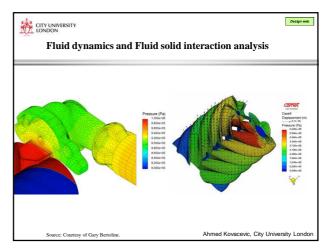


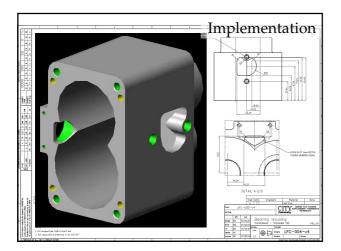










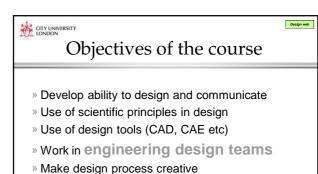




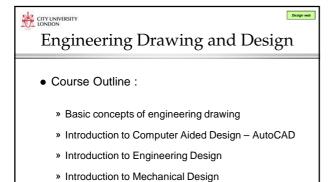








Ahmed Kovacevic, City University Londor



» Series of exercise through CV to learn above...

Ahmed Kovacevic, City University London

