



JSDA ELECTIVE COURSE BLURB

SEMESTER & YEAR	FALL 2026	ELECTIVE TYPE (DEPARTMENTAL / CROSS ELECTIVE) *	Departmental
COURSE CODE	ARCH-6011	ELECTIVE MODE (SEMINAR / STUDIO / WORKSHOP)	Seminar
NO. OF CREDITS	3	PREREQUISITE COURSE(S) (IF ANY)	Earlier design studios
COURSE NAME	Design Ideation Process		
AFFILIATED PROGRAM(S) (select as applicable)	Bachelor of Architecture		

* Departmental Electives are only open to JSAA students and Cross Electives are open to all JGU students.

Faculty Bio

Sourav Banerjea is a trained Architect and holds a Masters in Urban Design from CEPT University, contributing as an architecture academic, through pedagogical innovation, instilling a sense of disciplinary rigour, user-centric approaches, multi-disciplinary thinking, and design workability, amongst his students.

He has been a part of academic teaching for more than 12 years now, and I feel humbled and honoured to have taught more than 30 design studios. He has taught across all the 5 years of an architecture programme, guided dissertations and thesis projects, and offered various seminar/theory courses. His professional practice exposure with Team3 Architects in Delhi has trained him in the domain of housing projects (various kinds), design ideation, building services and design execution. Sourav is ever interested in exploring and acknowledging temporality within spatial and formal design challenges.

Course Descriptor

Architecture education often emphasizes the final output — plans, sections, renders, and presentations — while the actual process of generating architectural ideas remains fragmented and under-discussed/developed. This elective investigates the ideation process as a design skill in itself and enables students to think and innovate even before they start drawing technically.

The course explores how architects think, imagine, interpret, observe, abstract, speculate, and translate concepts into spatial propositions. Students will engage with methods of idea generation through diagramming, storytelling, mapping, process model explorations, sensory observations, speculative thinking, and rapid prototyping.

Rather than focusing on a final building proposal, the course emphasizes the journey of architectural thinking and the evolution of ideas.

The elective is intentionally designed to accommodate students from multiple semesters by prioritizing curiosity, experimentation, and process over technical complexity.

Key Learning Outcomes (Based on Blooms / Solo Taxonomy)

Upon completion of this course, the students will be able to:	
LO1	Develop conceptual design narratives and insightful spatial arguments
LO2	Use visual communication tools and skills such as diagrams, models, mood-boards etc to enunciate the ideation process
LO3	Develop multiple approaches and methodologies to analyse the built context, for generating architectural concepts and ideas
LO4	Critically reflect upon their own creative process and produce process-oriented design documentation

Assessment & Evaluation System

The activities in each studio will involve a tutorial to introduce theoretical principles using existing examples and case studies, followed by practical hands-on activities involving production of diagrams, models and narrative sketches. There will be a continuous assessment of studio output culminating in 3 or 4 stage assessments, followed by a final internal assessment of the entire process.

References/Citations (if any)

- Alexander, Christopher. (1964) *Notes on the Synthesis of Form*. Cambridge, MA: Harvard University Press.
- Ingels, Bjarke. (2009) *Yes Is More: An Archi-comic on Architectural Evolution*. Cologne: Taschen.
- Ching, F. D. K. (2014). *Architecture: Form, space, and order* (4th ed.). Wiley.
- Ingels, Bjarke. (2020) *BIG. Formgiving: An Architectural Future History*. Cologne: Taschen.
- Buxton, Bill. (2007) *Sketching User Experiences: Getting the Design Right and the Right Design*. San Francisco: Morgan Kaufmann.
- Lawson, Bryan. (2005) *How Designers Think: The Design Process Demystified*. 4th ed. Oxford: Architectural Press.