



Course Specification

— (Bachelor)

Course Title: **Psychology and Design**

Course Code: **DEG 310**

Program: **Architecture**

Department: **Architecture**

College: **Architecture and Planning**

Institution: **Qassim University**

Course Identification

Course general Description:

This course is an introduction to the relation between psychology and design, covering the topic of environmental design, focusing on both cognitive and behavioral aspects, in addition to occupant experience; this also includes aesthetics judgement and place identity. Students will be able to understand and analyze the impact of physical environment on people in terms of perceptual and behavioral interaction.

Course Main Objective(s):

1. To introduce the relations between the human and the built-environment, and the impact of the physical environment on the human psychology.
2. To develop the students' skills of human-oriented design.
3. To familiarize the students with major behavioral and cognitive aspects in design.

Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs aligned with program
1.0		
1.1	Define environmental psychology , its history, scope, key features, and investigation methods	K2
1.2	Outline environmental influence on human behavior and well-being.	K2
1.3	Recognize cognitive aspects within the built environment, and visual quality assessment.	K2
2.0		
2.1	Investigate the psychological dimension of the built environment	S2
2.2		
3.0		
3.1		
3.2		

Students Assessment Activities

No	Assessment Activities *
1.	Assignment 1: Observe and explain behavior in a public space
2.	Assignment 2: Perceptual and cognitive analysis of architecture





No	Assessment Activities *
3.	Assignment 3: Write an essay about one of the topics provided and discuss it with the class
4.	Midterm exam
5.	Final exam

References and Learning Resources

Essential References	Steg, L., Van den Berg, A.E., & de Groot, J.I. M. (Eds.) (2012). Environmental Psychology: An introduction . New York: Wiley. Arheim Rudolf. 1971, The dynamics of Architectural form
Supportive References	Immanuel Kant, Critique of Judgement . OUP Oxford; 2007.
Electronic Materials	
Other Learning Materials	Guopeng Li. The Dynamics of Architectural Form: Space, Emotion and Memory. Art and Design Review. January 2019:187-205. Accessed November 7, 2023.

