

<b>AR733</b>	<b>Behavioural Architecture</b>	<b>HRS 3-0-0</b>	<b>CR-3</b>
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### **Objective**

To impart knowledge about sociological and psychological implications in designing built environment. The focus is on understanding man-environment relationship, behavioural dynamics with respect to spatial pattern, and methods of conducting behavioural studies.

### **Module 1**

#### **SPATIAL IMPLICATIONS OF SOCIOLOGY**

Difference in lifestyle due to socio-economic background, and then implication in architectural design. Sociological aspects in the history of evolution of housing or shelter forms. Room use, geometry & meaning, Personal space, adjacencies, Territoriality.

### **Module 2**

#### **SOCIOLOGY AND PLANNING**

Essential elements of society: Rural and Urban communities. Growth of socio cultural factors through ages, dynamics of urban growth and social change, Behavioral assumptions in planning.

### **Module 3**

#### **SOCIO-PSYCHOLOGICAL DIMENSIONS**

Social aspects of physical environment, Perceptual dimension of space, Psychological aesthetics Patterns of activity in time and space across different demographics, social & psychological issues in neighbourhoods and public spaces, environmental cognition.

### **Module 4**

#### **METHODS FOR BEHAVIOURAL STUDIES**

Social survey and social research, Cognitive mapping, activity/adjacency relationship matrices, Area use frequency program, charts, pictograms, case studies, field work.

### **References**

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4. Clovis, H. (1977). Behavioural Architecture. McGraw Hill.
5. Lynch, K. (1973). The image of a city. Cambridge : MIT.
6. Sanoff, H. (1991). Visual Research Methods in Design. New York : John Wiley & Sons.
7. Zeisel, J. (1984). Enquiry by design: Tools for Environment-Behaviour Research. Cambridge: Cambridge University Press.
8. Zeisel, J. and Eberhard, J. P. (2006). Inquiry by Design- Environment/ Behaviour/ Neuroscience in Architecture, Interiors, Landscape and Planning. New York : W. W.Norton & Company.