

Design Media and Exploration I EVDA 541 H(0-8)/ARST 451

Fall 2014

MW 0900-1250

INSTRUCTORS

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CACB SPC: graphics skills [primary] /design skills [secondary]

Introduction

Design Media and Exploration I is a skill-building course, taught in conjunction with Studio One. The course begins by framing the notion of representation, the drawings and models that are the architect's tools to explore, communicate and ultimately anticipate a future. To this end, the course covers a range of digital and analog techniques for communication, production and design thinking. The course introduces graphic techniques as a method of communicating and exploring intentionality in architectural form and organization. It offers a series of exploratory graphic exercises with an emphasis placed on the connections between the thinking process and techniques for communication, design iteration, and an evolution in scale and design resolution from ideation to fabrication.

Objectives

1. To develop a critical understanding of representation and its connection to world views and intentionality in architecture.
2. To develop communication skills across a number of platforms (digital and physical drawing and making).
3. To develop knowledge of drawing construction techniques, orthographic projection and technical drawing conventions.
4. To develop critical-productive positions regarding the use of various techniques and technologies as they relate to architectural design.
5. To develop skills and familiarity around the use of diagramming, orthographic projection, constructed drawings, scale and measurement, visual notes and sketching, composition and layout, modeling by hand and by machine, and material communication, as well as familiarity with the software packages Illustrator, Photoshop, In-Design, AutoCad and Rhinoceros.

Teaching Approach

The course is taught through the use of lectures, tutorials and hands-on production. Typically a lecture in the specific topic will be given on Mondays and a related assignment will be given at the conclusion of the lecture. On Wednesdays a series of tutorials and demonstrations will introduce techniques for completing the assignments. The faculty team and Teaching Assistants will provide desk crits, tutorials and reviews of work as specified in each problem statement. Students should be productive during the time allotted in the course for working on projects and should expect to spend additional time outside of the class completing the assignments.

Completed work is to be posted by the students to the course blog.

Content: Topic Areas and Class Schedule (subject to change)

SEPTEMBER

- M08 **Considering the Object: Description, Exploration, Transformation**
Introduction to Representation
- W10 Central and Parallel Projections
- M15 Digital Drafting Basics
- W17 Tutorial: Rhino, Illustrator
- M22 **Considering Context: Description, Analysis, Interpretation**
Mapping Physical Dimensions
- W24 Tutorial: Photoshop, Illustrator
- M29 Mapping Immaterial Dimensions: processes, flows, senses

OCTOBER

- W01 Tutorial: Physical Modelling
- M06 **Considering Synthesis: Form-making and Visualization**
Formal Intersections (Manipulating Form in Rhino)
- W08 Tutorial: Rhino
- Block WEEK*
- M20 Visual Communication: Rendering Materiality, Form and Light
- W22 Tutorial : Rendering Techniques – Teaching Assistants
- M27 **Considering the Tectonic and the Technical**
Tectonics (Intentionality)
- W29 Tutorial: Parametric Modeling

NOVEMBER

- M03 Tectonics (Descriptive Technique & Articulation)
- W05 Tutorial: Subdivisions etc..
- M10 **Considering the Argument**
Communication through Layout
- W12 Tutorial: InDesign, Illustrator & Photoshop
- M17 Layout Review
- W19 **Considering Fabrication**
Measured Drawings Part 2 – Drawing for Making
- M24 Tutorial: Photoshop, Illustrator, Rhino as CAD
- W26 Making

DECEMBER

- M01 Review of Models
- W03 OPEN for Review of Studio Deliverables

Readings and References

Although there are no required readings for this course, the following list should be used as reference material.

Technical	Browning, Hugh, C	<i>The Principles of Architectural Drafting</i>
	Ching, Francis, D.K.	<i>Design Drawing</i>
	Ramsay and Sleeper	<i>Architectural Graphic Standards</i>
Conceptual	Balmond, Cecil	<i>Informal</i>
	Corner, Paul	<i>Taking Measure Across the American Landscape</i>
Communication	Tufte, Edward	<i>Envisioning Information</i>

Evaluation

The course evaluation will be based on the assignments completed during the term. Each assignment has to be completed in order to pass the course. The late work will receive 10% reduced grade per week. Students are required to post all assignments to the class blog.

Evaluation will be as follows:

Weekly assignments 80%

Shop Assignment 10%

Presentation Booklet 10%

Grading Scale

Final grades will be reported as letter grades, with the final grade calculated according to the 4-point range. Assignments will be evaluated by percentage grades, with their letter grade equivalents as shown.

Grade	Grade Point Value	4-Point Range	Percent	Description
A+	4.00	4.00	92.5-100	Outstanding - evaluated by instructor
A	4.00	3.85-4.00	85-92.49	Excellent - superior performance showing comprehensive understanding of the subject matter
A-	3.70	3.50-3.84	80-84.99	Very good performance
B+	3.30	3.15-3.49	76-79.99	Good performance
B	3.00	2.85-3.14	73-75.99	Satisfactory performance
B-	2.70	2.50-2.84	70-72.99	Minimum pass for students in the Faculty of Graduate Studies
C+	2.30	2.15-2.49	66-69.99	All final grades below B- are indicative of failure at the graduate level and cannot be counted toward Faculty of Graduate Studies course requirements.
C	2.00	1.85-2.14	63-65.99	
C-	1.70	1.50-1.84	60-62.99	
D+	1.30	1.15-1.49	56-59.99	
D	1.00	0.50-1.14	50-55.99	
F	0.00	0-0.49	0-49.99	

Notes:

- A student who receives a "C+" or lower in any one course will be required to withdraw regardless of their grade point average (GPA) unless the program recommends otherwise. If the program permits the student to retake a failed course, the second grade will replace the initial grade in the calculation of the GPA, and both grades will appear on the transcript.

Notes

1. Written work, term assignments and other course related work may only be submitted by e-mail if prior permission to do so has been obtained from the course instructor. Submissions must come from an official University of Calgary (ucalgary) email account.
2. Academic Accommodations. The Academic Accommodations Policy can be found at: <http://www.ucalgary.ca/access/accommodations/policy>. It is the students' responsibility to request academic accommodations. If you are a student with a documented disability who may require academic accommodations and have not registered with Student Accessibility Services, please contact them at 403.220.6019. Students who have not registered with Student Accessibility Services are not eligible for formal academic accommodations. More information about academic accommodations can be found at www.ucalgary.ca/access. You are also required to discuss your needs with your instructor no later than fourteen (14) days after the start of this course.
3. Plagiarism - Plagiarism involves submitting or presenting work in a course as if it were the student's own work done expressly for that particular course when, in fact, it is not. Most commonly plagiarism exists when:(a) the work submitted or presented was done, in whole or in part, by an individual other than the one submitting or presenting the work (this includes having another impersonate the student or otherwise substituting the work of another for one's own in an examination or test),(b) parts of the work are taken from another source without reference to the original author,(c) the whole work (e.g., an essay) is copied from another source, and/or,(d) a student submits or presents work in one course which has also been submitted in another course(although it may be completely original with that student) without the knowledge of or prior agreement of the instructor involved. While it is recognized that scholarly work often involves reference to the ideas, data and conclusions of other scholars, intellectual honesty requires that such references be explicitly and clearly noted. Plagiarism is an extremely serious academic offence. It is recognized that clause (d) does not prevent a graduate student incorporating work previously done by him or her in a thesis. Any suspicion of plagiarism will be reported to the Dean, and dealt with as per the regulations in the University of Calgary Graduate Calendar.
4. Information regarding the Freedom of Information and Protection of Privacy Act (<http://www.ucalgary.ca/secretariat/privacy>) and how this impacts the receipt and delivery of course material
5. Emergency Evacuation/Assembly Points (<http://www.ucalgary.ca/emergencyplan/assemblypoints>)
6. Safewalk information (<http://www.ucalgary.ca/security/safewalk>)
7. Contact Info for: Student Union (<http://www.su.ucalgary.ca/page/affordability-accessibility/contact>); Graduate Student representative(<http://www.ucalgary.ca/gsa/>) and Student Ombudsman's Office (<http://www.su.ucalgary.ca/page/quality-education/academic-services/student-rights>).