UNIVERSITY OF WATERLOO SCHOOL OF ARCHITECTURE ARCH 110 VISUAL AND DIGITAL MEDIA 1 FALL 2020



#### **TERRITORIAL ACKNOWLEDGMENT**

We acknowledge that the School of Architecture is located on the traditional territory of the Neutral, Anishinaabeg and Haudenosaunee peoples. The University is situated on the Haldimand Tract, the land promised to the Six Nations that includes 10 kilometres on each side of the Grand River.

#### INSTRUCTOR

Fiona Lim Tung

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## **TEACHING ASSISTANTS**

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#### INTRODUCTION

ARCH 110 is a foundation course in graphic practice. Students will be introduced to techniques, conventions, and theories of graphic communication and visual representation in the design disciplines, including orthographic, paraline, and perspective drawing, mixed media, and digital media.

This course will introduce various representational techniques through a series of lectures that will span scales and approaches. To compliment the lectures, workshop sessions will allow students to build upon existing abilities, and develop a broad range of new skills.

Although course content focuses primarily on the technical skills required to communicate the space and substance of buildings and/or site, it also asks students to consider the act of drawing as a possible end in itself. Drawing is understood as the primary means through which architecture is communicated and documented; however, this course proposes that drawing is also an act of seeing, reading, thinking, and designing. This course also serves as a conceptual and strategic foundation for more advanced digital representation.

## **COURSE OBJECTIVES**

The primary objective of this course is to provide the conceptual, critical, technical, and analytical skills required to accurately, effectively, and compellingly communicate design intent. Successful completion of this course demands skillful and rigorous demonstration of the following:

- **1.** an understanding of the basic tools and media available, and facility and care with their use;
- **2.** a practical understanding of the techniques and conventions of architectural drawing types, and the ability to execute these standards with technical and conceptual precision and intent;
- **3.** an exploration of possibilities for innovative extensions of these conventions;
- 4. an understanding of and care for drawing as a craft; and
- **5.** conceptual, visual, and critical skills and awareness.

## **COURSE STRUCTURE**

This course is broadly divided into four sections, each addressing a range of tools and techniques of representation:

- 1. drawing fundamentals;
- **2.** compositional theory and communication techniques;
- **3.** thinking through drawing; and
- **4.** experiential representation.

Skills will be developed through a series of lectures, and exercises, coordinated with assignments in ARCH 192: Design Studio.

#### **COURSE DELIVERY**

9:30 am (1 hour) - lecture and detailed introduction to assignment, where relevant10:30 am - seminars (instructor and TAs available for questions and discussion)

There is enough time to complete exercises in class during work sessions, with minimal time required outside of class to refine and coordinate with the design process in ARCH 192; please plan time wisely.

## **REMOTE COURSE DELIVERY PLATFORMS AND COMMUNICATION**

Studio sessions consist primarily of a lecture followed by workshops and seminar pinups with the instructor and TAs.

During remote learning, the platforms that will be used to deliver, organize, and share course content, learn and work are as follows:

LEARN: Official communication, work submission, and grade recording and release.

**MS Teams:** Virtual Hub for the course. Used for organizing course documents, scheduling, seminar pinups, lectures, and discussions.

**Miro:** Virtual pin up space for the presentation and sharing of work. Used for seminar pinups.

## **EVALUATION**

Student work will be assessed on the precision and craft of the drawings, the ambition and appropriateness of the undertaking, and the ability of the work to communicate intentions clearly and effectively. Specific criteria will be included in the introduction to each exercise, and grading will reflect the student's general pattern of commitment, participation, effort, and improvement over the term. Students must complete all exercises at an acceptable level and obtain a passing average to receive credit for this course.

Students will be advised as to how they may improve their content in a manner that is in line with their intent, but are ultimately responsible for any decisions made. When commenting on content produced in the course, the instructor and TAs will examine the student's content against the established course objectives. The term's exercises are coordinated with ARCH192: Design Studio, and while these may be integral to the design process, success will be evaluated relative to their merits in visual communication.

EX 1.1: Diagramming	20%	EX 3.1: Remix+	30%
EX 1.2: Drawing	10%	EX 3.2: Atmospheres	20%
EX 2.0: Remix	20%		

All students are required to document their submissions digitally, then upload these files to the ARCH 110 LEARN site. Grades will be withheld until full documentation is received.

## **TEXTS & TOOLS**

Required drawing materials and sketchbooks are listed on the Arch Ready site on LEARN. Additional supplies may be required throughout the term. A digital camera with as much manual control as possible will be invaluable during your time at the school.

The required text for this course is the following:

Ching, Francis. *Design Drawing*. Wiley, 2019.

Readings and references may be made available over the course of the term, and a list of recommended resources is included on page 6 of this syllabus. Students are strongly encouraged to look at books, magazines, and relevant digital media as a way of developing architectural, and graphic literacy.

The following software applications are required for this course: Rhino, Adobe Photoshop, Illustrator, and InDesign.

#### LATE WORK

All projects are due in class at the specified time and date. Assignments that are handed in late will receive 0%.

Only in the case of a justified medical or personal reason will these penalties be waived, and only if these have been officially submitted to the Undergraduate Student Services Coordinator and accepted by the Undergraduate Office.

Students seeking accommodations due to COVID-19, are to follow COVID-19-related accommodations as outlined by the university here: (<u>https://uwaterloo.ca/coronavirus/academic-</u>information#accommodations).

#### **COURSE TIME ZONE**

All dates and times communicated in the document are expressed in Eastern Time (local time in Waterloo Ontario, Canada). From September 8 – October 24, 2020 times are indicated in Eastern Daylight Time (EDT, UTC—4:00) and from October 25 – December 31, 2020, times are indicated in Eastern Standard Time (EST, UTC—5:00)

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## FALL 2020 COVID-19 SPECIAL STATEMENT

Given the continuously evolving situation around COVID-19, students are to refer to the University of Waterloo's developing information resource page (https://uwaterloo.ca/coronavirus/) for up-to-date information on academic updates, health services, important dates, co-op, accommodation rules and other university level responses to COVID-19.

## **STUDENT NOTICE OF RECORDING**

The course's official Notice of Recording document is found on the course's LEARN site. This document outlines shared responsibilities for instructors and students around issues of privacy and security. Each student is responsible for reviewing this document.

All live lectures, seminars and presentations including questions and answers will be recorded and made available through official course platforms. Students wishing not to be captured in the recordings have the option of participating through the direct chat or question and answer functions in the meeting platform.

Individual desk crits/meetings and small group seminars will not be recorded.

## **MENTAL HEALTH SUPPORT**

All of us need a support system. We encourage you to seek out mental health supports when they are needed. Please reach out to Campus Wellness (<u>https://uwaterloo.ca/campus-wellness/</u>) and Counselling Services (<u>https://uwaterloo.ca/campus-wellness/counselling-services</u>).

We understand that these circumstances can be troubling, and you may need to speak with someone for emotional support. Good2Talk (<u>https://good2talk.ca/</u>) is a post-secondary student helpline based in Ontario, Canada that is available to all students.

## EQUITY, DIVERSITY, AND INCLUSION COMMITMENT

At the School of Architecture, we are committed to foster and support equity, diversity and inclusion. We recognize however, that discrimination does occur, sometimes through an isolated act, but also through practices and policies that must be changed. If you experience discrimination, micro-aggression, or other forms of racism, sexism, discrimination against LGBTQ2S+, or disability, there are different pathways to report them:

**1.** If you feel comfortable bringing this up directly with the faculty, staff or student who has said or done something offensive, we invite you, or a friend, to speak directly with this person. People make mistakes and dealing them directly in the present may be the most effective means of addressing the issue.

You can reach out to either the undergraduate (<u>Donna Woolcott</u> or <u>Maya Przybylski</u>), graduate office (<u>Nicole Guenther, Lola Sheppard</u>, or <u>Jane Hutton</u>), or director (<u>Anne</u> <u>Bordeleau</u>). If you contact any of these people in confidence, they are bound to preserve your anonymity and follow up on your report.

**3.** You may also choose to report centrally to the Equity Office. The Equity Office can be reached by emailing <u>equity@uwaterloo.ca</u>. More information on the functions and services of the equity office can be found here: <u>https://uwaterloo.ca/human-rights-equity-inclusion/about/equity-office</u>.

#### **UNIVERSITY POLICIES**

**Academic integrity**: In order to maintain a culture of academic integrity, members of the University of Waterloo community are expected to promote honesty, trust, fairness, respect and responsibility. [Check the Office of Academic Integrity for more information.]

**Grievance:** A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read <u>Policy 70, Student</u> <u>Petitions and Grievances, Section 4</u>. When in doubt, please be certain to contact the department's administrative assistant who will provide further assistance.

**Discipline:** A student is expected to know what constitutes academic integrity to avoid committing an academic offence, and to take responsibility for his/her actions. [Check <u>the Office of Academic</u> <u>Integrity</u> for more information.] A student who is unsure whether an action constitutes an offence, or who needs help in learning how to avoid offences (e.g., plagiarism, cheating) or about "rules" for group work/collaboration should seek guidance from the course instructor, academic advisor, or the undergraduate associate dean. For information on categories of offences and types of penalties, students should refer to <u>Policy 71, Student Discipline</u>. For typical penalties, check <u>Guidelines for the</u> Assessment of Penalties.

**Appeals:** A decision made or penalty imposed under <u>Policy 70, Student Petitions and Grievances</u> (other than a petition) or <u>Policy 71, Student Discipline</u> may be appealed if there is a ground. A student who believes he/she has a ground for an appeal should refer to Policy 72, Student Appeals.

Note for students with disabilities: <u>AccessAbility Services</u>, located in Needles Hall, Room 1132, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodations to lessen the impact of your disability, please register with <u>AccessAbility Services</u> at the beginning of each academic term.

## **RECOMMENDED RESOURCES**

## **VISUAL REPRESENTATION AND COMMUNICATION PRECEDENTS**

The following examples of print work are excellent design references. Additional precedents may be provided throughout the term, via LEARN.

Journals: El Croquis, Casabella, Domus, Detail, Area, Volume, Log, Mark, etc.

Berger, John. *Ways of Seeing.* Penguin, 1990.
McLuhan, Marshall, Quentin Fiore. *The Medium is the Massage.* Gingko Press, 2014.
Tufte, Edward. *Envisioning Information.* Graphics Press, 1990.
Tufte, Edward. *The Visual Display of Quantitative Information.* Graphics Press, 2001.
Tufte, Edward. *Visual and Statistical Thinking.*Vignelli, Massimo. *The Vignelli Canon.* Lars Muller, 2015.
Yee, Rendow. *Architectural Drawing, A Visual Compendium of Types and Methods.* Wiley, 2012.

## **WEB RESOURCES**

- https://relationalthought.wordpress.com/ http://socks-studio.com/ http://drawingarchitecture.tumblr.com/ http://koozarch.com/ http://archidose.tumblr.com/ https://draw-down.com/ http://drawingarchites.tumblr.com/ http://drawingarchitecture.tumblr.com/ http://www.rndrd.com/ http://www.hiddenarchitecture.net/ http://searchofthesublime.tumblr.com/ http://atlasofplaces.com/
- @drawing\_architecture @koozarch @critday @imadethat\_

## SCHEDULE

#### WEEK 1

Fri Sept 11	EX 1.1 ASSIGNED
	Lecture – Notation
	Seminar pinups and discussion – P1/EX 1.0

#### WEEK 2

Fri Sept 18	Seminar pinups – P1/EX 1.0

#### WEEK 3

Mon Sept 21	P1/EX 1.1 DUE (5:00 PM ET)
Fri Sept 25	EX 1.2 ASSIGNED
	Workshop – Rhino
	Seminar pinups – EX 1.2

## WEEK 4

Fri Oct 02	Workshop – Adobe Illustrator
	Seminar pinups – EX 1.2

## WEEK 5

Mon Oct 05	P2/EX 1.2 DUE (5:00 PM ET)
Fri Oct 09	Workshop – Adobe InDesign

#### WEEK X

Fri Oct 16 STUDY WEEK

#### WEEK 6

Fri Oct 23	EX2.0 Assigned
	Workshop – Photoshop
	Seminar pinups – EX 2.0

## WEEK 7

Fri Oct 30	EX 2.0 DUE (9:30 AM ET)
	EX3.1 ASSIGNED
	Lecture – Composite drawings
	Work session

#### WEEK 8

Fri Nov 06	Lecture – Image Effectiveness
	Seminar pinups – EX3.1

#### WEEK 9

Fri Nov 1	Seminar pinups – EX3.1

# WEEK 10

Mon Nov 16	EX 3.1 PROGRESS DRAWINGS DUE (9:30 AM ET)
Fri Nov 20	EX3.2 ASSIGNED
	Lecture – Image Making
	Seminar pinups – EX3.1/3.2

## WEEK 11

Fri Nov 27	Seminar pinups – EX3.1/3.2

#### WEEK 12

Fri Dec 04	Seminar pinups – EX3.1/3.2

#### WEEK 13

Mon Dec 07	Desk crits
Wed Dec 09	PROJECT 4 DRAWINGS DUE (5:00 PM ET)
THU DEC 10	PROJECT 4 FINAL REVIEW