

MIM-SBP-PEM

# tes112e

VISUAL COMMUNICATION I:  
VISUALIZATION & TECHNICAL DRAWING

Section 3

2020-2021 fall  
Friday 13:30 – 17:30

Assist. Prof. Dr. Başak Demireş Özkul  
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## Syllabus

# VISUAL COMMUNICATION I: VISUALIZATION AND TECHNICAL DRAWING

**COURSE  
OBJECTIVE**

Visual Communication 1 course aims to increase the interaction and coordination between the mind and hand; hence it will be the vital tool to develop and improve your design ideas; communicating is via sketches, perspectives, use of images, renderings, texts; communicating will work for 2 partners: allow you to see; and for other people whom you want to describe your ideas.

The studio use will concentrate on introducing you to media, and give you critical experience on how to use it effectively: you will sketch to externalize ideas, draw to map and represent, and then produce and re-produce these into eloquent graphics. This semester will provide a solid, heart-felt, and hand-felt foundation of various techniques and approaches to both visualization and representation, of ideas, processes, and relationships. Hence, the course forms a basis for your future development as a planner and designer.

Besides visualization and communication of ideas, two major issues to be covered are 'graphics' and 'technical drawing'. You will be introduced to the fundamental concepts of graphics – the issues related to the performance of the various elements of a visual or artboard. Technical Drawing on the other hand will allow you to develop your skills in 3D thinking, handling an object in its physicality and in Cartesian space, and effectively mapping formal properties. This will be a fundamental basis for you to understand and communicating – in an architectural manner – various archetypal forms in context and in scale.

Specifically, aspects that will be covered in this course:

- **Externalization and Visualization Techniques:** Diagramming, concept diagrams, Info-graphics, flowcharts, timelapse and sequence analyses
- **Communicating issues and ideas:** Collages, moodboards, storyboards and 2,5D layering & superpositioning techniques
- **Basics of graphics:** principles, tips & tricks, emergent sketching
- **Technical drawing basics:** orthographic projection, isometric views exploded views.
- **Quality:** workmanship & expression
- **Disciplinary modes of technical drawing:** representation of archetypes, scales & abstraction, notation&documentation projects
- **Layering of ideas:** board design, poster design, presentation.

**COURSE LEARNING  
OUTCOMES**

Students who pass the course will be able to:

- 1) Learn basic elements of design, theories and systems of color
- 2) Use colored fast drawing techniques, Prepare impressive presentation outputs
- 3) Express the ideas/scenarios/concepts graphically.
- 4) Use 2D and 3D rendering technologies and tools.
- 5) Create freehand sketching and lettering
- 6) Learn scale concept, give dimensions on the drawings.
- 7) Learn principals of projection; sketch the orthographic views of the structural and contextual elements.
- 8) Apply markers and symbols on the drawings.

Week / Date	Subject	Keywords & Basic Principles	Learning Outcomes
1 23.Oct	<b>PHOTOGRAPHY WORKSHOP (Section CRN)</b> <b>Seminar:</b> Photography techniques, lightbox, using light and shadow, still life photography <b>Assignment:</b> Generating a lightbox and photo shoot	<i>Composition, framing, light and shadow</i>	1
2 30.Oct	<b>COLLAGE (Section CRN)</b> <b>Assignment &amp; Pin-Up:</b> Analog or digital abstraction with collage techniques	<i>Collage, composition, abstraction, materials</i>	1,3,4
3 6.Nov	<b>BASICS OF GRAPHICS (Sketch Marathon) (Section CRN)</b> <b>Seminar:</b> Drawing Tools & Sketching <b>Assignment &amp; Pin-Up:</b> Freehand drawing; understanding forms, line attributes and objects; comprehending sharp geometric and elliptic forms, segmentation, addition, subtraction and layering	<i>Sketch, form, geometry, line, contour, section, transformation</i>	1,2,3,5
4 13.Nov	<b>BASICS OF GRAPHICS (Sketch Marathon) (Section CRN)</b> <b>Seminar:</b> Typography& Presentation <b>Assignment &amp; Pin-Up:</b> Typography exercises, generating a thematic poster with sketches, texts and graphic tools (logos, diagrams, etc.)	<i>Text, typography, logo, poster, graphic design basics, composition</i>	1,2,3,5,8
5 20.Nov	<b>BASICS OF TECHNICAL DRAWING (Section CRN)</b> <b>Seminar:</b> (1) Technical Drawing Tools, (2) Orthographic Projection <b>Assignment:</b> Technical representations: plan-section and views	<i>2D orthogonal projection, axonometric perspective, plan oblique</i>	6,7
6 27.Nov	<b>BASICS OF TECHNICAL DRAWING (Section CRN)</b> <b>Seminar:</b> Axonometric/Oblique Projection <b>Assignment:</b> Technical representations: Axonometric perspective, plan oblique, exploded perspective	<i>2D orthogonal projection, axonometric perspective, plan oblique</i>	6,7
7 4.Dec	<b>GRAPHIC DESIGN BASICS (Section CRN)</b> <b>Seminar:</b> Mixed Visualization Techniques: 2.5D Collage and Digital Media Tools <b>Assignment:</b> 2.5D graphic representation with layers	<i>2,5D layering, superposition</i>	1,3,4
8 11.Dec	<b>GRAPHIC DESIGN BASICS (Section CRN)</b> <b>Assignment &amp; Pin-Up:</b> Poster design	<i>Graphic design, poster design, composition</i>	1,2,3,4,5,8
9 18.Dec	<b>EXTERNALIZATION and VISUALIZATION TECHNIQUES (Section CRN)</b> <b>Seminar:</b> Diagramming, concept diagrams, Info-graphics, flowcharts <b>Assignment:</b> Generating a thematic diagram / info-graphics	<i>Externalization, data visualization, graphic design</i>	2,3,4
10 25.Dec	<b>EXTERNALIZATION and VISUALIZATION TECHNIQUES (Section CRN)</b> <b>Seminar:</b> Time lapse and sequence analysis <b>Assignment:</b> Visualization of a living creature's movements	<i>Externalization, data visualization, graphic design</i>	2,3,4
11 1.Jan	Holiday	---	---
12 8.Jan	<b>TECHNICAL DRAWING (Section CRN)</b> <b>Assignment:</b> Orthogonal projection, plan-section & views, axonometric perspective, plan oblique, 3d representations	<i>2D orthogonal projection, axonometric perspective, plan oblique</i>	4,6,7,8

<b>13</b> 15.Jan	<b>TECHNICAL DRAWING (Section CRN)</b> <b>Assignment:</b> Orthogonal projection, plan-section & views, axonometric perspective, plan oblique, 3d representations	<i>2D orthogonal projection, axonometric perspective, plan oblique</i>	4,6,7,8
<b>14</b> 22.Jan	<b>FINAL PRESENTATION (PROJECT JURY) (Section CRN)</b> <b>Assignment:</b> Graphic design, poster techniques, System details, plan-section-views, axonometric persp.representations	<i>Graphic design, poster, composition, orthogonal projection, axonometric perspective</i>	1,2,3,4,5,6,7,8

**STUDIO RHYTHM** The course will run independent, but also closely linked with the Project-I studio. Various graphic and visual exercises will address render common themes, and feed each other; however part of the topics will be independent. The first part of the semester will concentrate on basics of graphical design, sketching, collage and a brief introduction to technical drawing basics. In the second part, in accordance with your project modules, we will focus on advanced technical drawing techniques and data visualization tools.

**ONLINE STUDIO PROCESS & SUBMISSIONS** Due to Covid-19 pandemic, the studio process will be executed online. All tutors and students will meet online via Zoom Application with the extension of the course's CRN in Ninova. Students will proceed to studio in our **Section's common CRN** classroom. **All submissions will be conducted via Ninova.** In addition, Section 3 **Facebook Group** and **Google Drive** will be used as well for announcements & submissions. We'll also use various interfaces such like Miro and Google Jamboard for pin-up sessions.

Online classes will be executed during the studio hours announced on weekly program [Friday, 13.30 – 17.30]. Course presentations will take place collectively, while predetermined “breakout rooms” will be used for studio exercises. Collective part of the class will be recorded, but breakout room sessions are off the record. All work is to be produced in accordance with the media, material and format requirements set forth by the instructors at the class or via the announcements made through the posts shared with the facebook group. **In online process**, students are expected to do their work **with their own efforts** and not to **plagiarize** through digital platforms.

**ANNOUNCEMENTS** At each class, you will be informed about the online studio and homework exercises, the materials and media to be used for these exercises, and requirements to be fulfilled before the upcoming class (such as material to read, tutorials to watch, and etc.) either verbally or via handouts. **All announcements will be made on both Ninova (Section CRN) and our Section's Facebook Group.**

Briefs of upcoming weeks' topics and exercises will be given out by group tutors as hand-outs at the end of the previous week. These briefs will explain details and expectations for the following weeks exercise, the related home works, various readings and YouTube channels that are expected to be reviewed by the students before coming to class next week. The brief will also entail information on the necessary preparations and material for the upcoming week. Following the briefs, critical lectures will cover theoretical and technical aspects; examples of graphic work related to all fields of study will be presented in order to enrich the students' visual culture, and to guide them on their personal research at their own times.

**EVALUATION**

Attendance requirement is **80%** for both: participation to the courses and submission of assignments during the semester.

Visual Communication-I Grade Assessment	Contribution
Submissions during the term (Midterm grade)	%60
Final Submission (Final dossier grade)	%30
Technical Drawing Take-Home Assignment	%10

\* Note that the midterm grade will be identified based on the number of products which you have submitted for the studio exercise at the end of the class and the homeworks given through the semester.

\* You'll have chance to revise all of your products for final submission. Thus, the final dossier grade will have a distinct effect (%35) on your overall grade.

**RECOMMENDED READINGS**

Zell, M., *The Architectural Drawing Course - Understand the principles and master the practices*, Thames & Hudson, 2008, London.

Ching, F.D.K., *Design Drawing*, John Wiley & Sons, 1997.

Fraser, I., Henmi, R., *Envisioning Architecture: An Analysis of Drawing*, John Wiley & Sons, 1994.

Berger, J., *Görme Biçimleri*, Metis Yayınları, 1995.

Gruzdys, S., *Drawing: The Creative Link*, *Architectural Record*, vol. 190, no.1, pp.64-67, January 2002.

Cook, P., *Drawing: The Motive Force of Architecture*, *Architectural Design Primer*, John Wiley & Sons, 2014.

Allen, S., *Practice - Architecture, Technique and Representation: Revised and Expanded Edition 2nd Edition*, Routledge, 2009.

Lasseau, P., *Freehand Sketching: An Introduction*, W.W. Norton and Co., New York, 2004.

Ching, F.D.K., *Architectural Graphics*, Architectural Press, 1984.

Davis, D.A., Walker, T.D., *Plan Graphics*, Wiley, 2000.

Şahinler, O., Kızıl, F., *Mimarlık'ta Teknik Resim*, YEM, 2004

*Architectural Graphic Standards*, 10th edition, John Wiley & Sons, 2007.

Giesecke, F.E., et.al., *Engineering Graphics*, MacMillan Publ, 2004.

Earle, J.H., *Engineering Design Graphics*, Addison-Wesley Publ., 1994.

Bertoline, G.R., et.al. *Technical Graphics Communication*, McGraw-Hill, 2003

Henry, Kevin. *Drawing for product designers*. Laurence King, 2012.

Eissen, K., and R. Steur. "Sketching: the basics (ed. 2012) Amsterdam." 2011.

Krisztian, G.,Schlempp-Ülker,N., *Visualizing ideas: from scribbles to storyboards*, Thames & Hudson, London, 2006.

Pile, J., Judith, G., *History of Interior Design*, 4th Edition, Wiley, 2013.

- Ching, F.D.K., Interior Design Illustrated, John Wiley & Sons, 2012.
- Taylor, M., (Ed.), Preston, P., (Ed.), Intimus: Interior Design Theory Reader, Academy Press, 2006.
- Brooker, G. , Stone, S., İç Mimarlıkta: Bağlam + Çevre, Literatür Yayıncılık, İstanbul, 2012.
- Brooker, G. , Stone, S., İç Mimarlıkta: Biçim + Yapı, Literatür Yayıncılık, İstanbul, 2012.
- Brooker, G. , Stone, S., İç Mimarlıkta Yapı Bileşenleri ve Nesnelere, Literatür Yayıncılık, İstanbul, 2012.
- Spankie, R., İç Mimarlıkta: İç Mekan Çizimi ve Sunumu, Literatür Yayıncılık, İstanbul, 2012.
- Gagg, R., İç Mimarlıkta; Doku + Malzeme, , Literatür Yayıncılık, İstanbul, 2013.
- House N., Coles, J., The Fundamentals of Interior Architecture, AVA Publishing, 2007.
- Sully, A., Interior Design: Theory and Process, A&C Black, 2012.
- Tangaz, T., Interior Design Course: Principles, Practices&Techniques for the Aspiring Designer, Barron's Educational Series, 2006.