



MIM -PEM-SBP

# tes112e

VISUAL COMMUNICATION I:  
VISUALIZATION & TECHNICAL DRAWING

section4

2020-2021 Fall  
Friday 13:30-17:30

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# 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 a vital tool to develop and improve your design ideas; communication via sketches, perspectives, photographs, renderings, and texts. Communication works two ways: for yourself; and for other people whom you want to describe your ideas.

Visualization is among the most important and powerful tools for communication. This includes the communication you 'have with yourself' during your own design process. Namely, visual representations will bring you new information and alternatives. You are going to learn to use the media effectively; i.e. paper and pencil types. This semester will provide you with a solid, heart-felt, and hand-felt foundation of various techniques and approaches to both visualization and representation. Hence, the course forms a basis for your future development as a designer.

Every human is likely to take a pencil and does drawing - weak or powerful - you are not at the 'zero' point; the keyword for this course may be best expressed with 'speed'. Everybody may draw - but you should draw fast, very fast! Only this ability will put you to a designer level. And don't forget, as designers, architects and planners we do not need or look for beautiful drawings, but the ones that communicate.

Specifically, the aspects that will legally be covered in this course listed as follows:

- Basic elements of design: Line, form, colour, texture, shade; basic and complex geometries, topography; object/product geometry; the relationship of human-environment-object; isometric and artistic perspective; visualization; basic graphical elements; composition, collage.
- Technical drawing media, tools and equipment; meanings of line types, lettering, fundamentals of dimensioning; principles of projection, parallel, perpendicular and oblique projection techniques; sections elevations; markers and symbols, drawing of structural elements, scale in technical drawing.

## LEARNING OUTCOMES

1. Learn basic elements of design, theories and systems of colour
2. Use coloured 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 principles of projection; sketch the orthographic views of the structural and contextual elements
8. Apply markers and symbols on the drawings

## STUDIO

### STUDIO HOURS

It is important that students attend the studio and actively participate in all

the activities/discussions carried out/held during the course hours.

### **DISCUSSION**

The works are commonly discussed on Zoom in groups. Aim of the group discussion to encourage students to describe their design ideas by using visualization tools and improve their design skills.

### **EXHIBITION**

All work is exhibited at the end of the semester in a virtual exhibition.

### **ANNOUNCEMENTS**

Briefs of upcoming week's topics and exercises will be given out by group tutors as hand-outs at 13.30 sharp. These briefs will explain the details and expectations for the following week's exercise, the related homeworks, 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, central lectures will be broadcast on a web video streaming service to be announced where necessary lectures on theoretical and practical aspects will be addressed. During these broadcasts, examples of graphic work related to all fields of study will also be presented in order to enrich the students' visual culture and to guide them on their personal research at their own times. These lectures will also state the specific day's hourly rhythm, deadlines, congregation times etc.

Due to a large number of students and tutor groups it is of utmost to be ready (computers open, logged on, sketchbooks out etc.) for the broadcasts, and to start and end group congregations on time. Broadcasts will not wait. Students are also expected to be ready for tutor group congregations to enable them to start and end at the planned time. Student attendance will be taken by the group tutor at these congregations.

The course will centre on studio works that are designed to progress in sequential order. Every week will build on the previous, both in terms of ability and techniques, as well as study material: the students output of the preceding week's studio and homework will form the basis for the following weeks' studio exercise.

### **GRADE ASSESSMENT**

Visual Communication I Grade Assessment	Visualization Module (%50)	Technical Drawing Module (%50)
Student Works (%60)	Studio Assignments + Homeworks (%30)	Studio Assignments + Homeworks (%30)
Final Submission (%40)	Final Assignment (%30)	Final Take Home Exam (%10)

### **MATERIALS AND MEDIA**

All work is expected to be produced by hand, on paper, using the specific media and standards given on the weekly exercise brief. Apart from the Take Home exam, all the drawings of the studio will be submitted on A3 papers. We recommend students to obtain various qualities of A3s.

### **COST**

In addition to the "common" material list for the 1st Semester Foundation Studio, students will have extra expenses for print outs, paper, and other materials. Keeping costs at a minimum is suggested. Costs can vary depending on where you make the purchase. Note that purchasing materials

in groups can imply substantial discounts. You can ask students from previous semesters whether they have any excess material from the course, or where you can buy materials on a low budget. You should also seek recycling opportunities.

## VIRTUAL STUDIO ETHICS

Everyone in the studio is expected to be open-minded both in academic as well as social terms. Students are promoted to inquire, search for more than that is given by the tutors, and learn from the works and manners of their fellow students.

Everyone is expected to be respectful to the conduction of the virtual studio, we highly recommend students to keep their cameras open during the studio hours.

## WEEKLY SCHEDULE

WK	Day	Program	L.O.
1	23 October	<p>Ready-set-go!</p> <p><b><i>Mindful Drawing</i></b> This one-day exercise aims to let students encounter the moments of drawing. We will be drawing in a quiet place, where we focus on the sounds of the paper, pencil and our bodily movements and minds.</p> <p><b>Lectures @4 I: Sketchbook: meet the love of your life</b></p> <p>*Please pile up recycled (egg containers, milk boxes, sorts of boxes and papers) materials for the next week</p>	1,2,3,4
2	30 October	<p><b><i>Diligent recordings of HOME I</i></b> Inexhaustible collaging with the recycled materials: This is a one-day workshop where students discover the materiality of the recycled things around them as they represent their own room in size A5.</p> <p><b>Lectures @4 II: Postcards &amp; public space</b></p>	1,2,3,5
3	06 November	<p><b><i>Diligent recordings of HOME II</i></b> We will be observing the behaviour of our household and the movements of things. We record these by using diagrams and mappings. We will be focusing on daily rituals; mood changes, talks-chatters, dreams, excitements along with changes of the weather, organising a shopping-list, ironing shirts, etc. These will be recorded on A3s. This observation finishes by 27.11.</p> <p><b>Lectures @4 III: Mapping imaginations</b></p> <p>*visit spacelyandgood blog for your <b>introduction to digital nativeness tutorial-I.</b></p>	1, 2,3,4,5
4	13 November	<p><b><i>Diligent recordings of HOME III</i></b> <b>What is a Plan?</b> //Draw your room as plan //Draw your kitchen table as plan <b>What is an Elevation?</b></p>	1, 2,3,4,5,6, 7,8

		//Draw your window wall as elevation //Draw your kitchen counter wall as elevation * use these drawings for <b>diligent recordings of the house</b> layer up with transparent papers and add your observations, recordings.	
5	20 November	//Draw the <b>plan, elevation</b> of your part of the <b>SpacelyandGood Market</b> , collage these in your group of 6.  *visit spacelyandgood blog for your <b>introduction to digital nativeness tutorial-II.</b>	1, 2,3,4,5,6, 7,8
6	27 November	//Draw the turns of trading & negotiations at the <b>Fleet Battle</b> game with the plan of the virtual coordinates and your workspace. <b>MAPPING</b> of the game on <b>A3</b> .	1,2,3,5
7	04 December	<b>Diligent recordings of HOME IV</b> <b>What is a Section?</b> //Draw the section of your closet. //Draw the section of your fridge. //Draw the section of your toilet/urinal. //Observe and record everyday movements, usage as <b>sectional drawings</b> ; focus on wrinkles, buttons, folds, unpaired socks; focus on consumption dates, molds, cuts, slices, packaging. These will be recorded on <b>A3s</b> . This observation finishes by <b>25.12</b> .	1, 2,3,4,5,6, 7,8
8	11 December	<b>What is Orthographic Projection?</b> //Draw the <b>Cabinet of your Curiosity</b> as an orthographic projection I  *visit spacelyandgood blog for your <b>introduction to digital nativeness tutorial-III.</b>	1, 2,3,4,6,7, 8
9	18 December	Draw the <b>Cabinet of your Curiosity</b> as an orthographic projection II // <b>Exploded isometric drawing</b> , focus on the narrative of the kilometers of things and how this interpretation defined your making.	1, 2,3,4,5,6, 7,8
10	25 December	<b>Diligent recordings of HOME V</b> <b>What is an axonometric drawing?</b> //Draw a threshold of interior to exterior of your house, room, kitchen (choose one) as an axonometric drawing. *important: the exterior ground level is the street level. -layer up with transparent papers and add your observations, recordings of the daily turmoil, chaos, movement at the street level. Pay attention to foliage, dents on the ground, cracks on the façade, details of the carpet, daylight routes, opening of windows & doors, etc. These will be recorded on <b>A3s</b> . This observation finishes by <b>15.01</b> .	1, 2,3,4,5,6, 7,8
11	01 January	Preparing The Manual for <b>Happy Place I</b>	1,2,3,5

12	08 January	Preparing The Manual for <b>Happy Place II</b>	1, 2,3,4,5,6, 7,8
13	15 January	Jury	2,3,5
14	22 January	Portfolio Prep	2,3,4,8
15	29 January	Portfolio submission	2,3,5

## READING LIST

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