

MIM-PEM-SBP

tes122e

VISUAL COMMUNICATION II:
VISUALIZATION & PERSPECTIVE

Section 3

2020-2021 Spring Term

Friday, 13:30-17:30

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Syllabus

**VISUAL COMMUNICATION II:
VISUALIZATION AND PERSPECTIVE**

COURSE OBJECTIVE As the second course on visual communication, Visual Communication 2 aims to continue equipping you with the skills and knowledge for externalizing, visualizing, representing and presenting your design ideas; skills and knowledge that would contribute to your generating and developing designs and communicating your design intent with others. With this objective, this course focuses on a wide range of issues including:

- Means and methods for externalizing and visualizing thoughts, ideas, observations, and situations such as diagramming, sketching, mapping (such as cognitive, behavioral, spatial and etc.)
- Generating illustrative compositions for expressing design intent such as mood-boards, story boards, scenario boards
- Designing presentation posters
- Using layering and super-positioning techniques
- Rendering and toning technical and free hand drawings
- Developing one point and two point perspective views of a design
- Determining and casting shadows in multi view and paraline drawings

Specifically, aspects that will be covered in this course:

- **Communicating process and ideas:** mood-board, word clouds, storyboard, cognitive/mind/physical mapping, diagramming.
- **Layering and superimposition of ideas:** diagramming, board design, presentation.
- **Principles of Perspective:** principles of perspective projection, the process of sight, lenses.
- **Basic methods of Perspective Mapping:** setting perspective grids as 1&2 vanishing points; sketching in perspective, digital tools.
- **Advanced modes of Perspective:** section views, exploded views, 3 vanishing point perspective.
- **Quality:** workmanship & expression
- **Digital Media - a General Overview:** introduction to digital tools, software families, and rendering.

**COURSE LEARNING
OUTCOMES**

Students who pass the course will be able to:

- 1) Learn perspective concept and types of perspective.
- 2) Communicate critical observation through 3D drawing.
- 3) Create and develop sufficient number of alternative design concepts in a given time period.
- 4) Produce quick solutions using free hand drawings and instrumental devices to visualize design concepts.
- 5) Learn and apply shading rules in perspective.
- 6) Use different styles of drawing.
- 7) Transform a concept, fiction or a data into a physical and perceptible illustration through different externalization and visualization techniques.
- 8) Gain the ability to create thematic compositions and posters through basic principles and techniques of graphic design.

WEEKLY SCHEDULE



Week/Date	Course Content & Keywords+Basic Principles	Learning Outcomes
W01 Mar 5 th	Digital Media Tools and Poster Design: Graphic design and graphic media tools (Section CRN)	3,4,6,7,8
W02 Mar 12 st	Externalization & Visualization Techniques: Mood-board & Story Board (Section CRN)	3,4,7,8
W03 Mar 19 th	Externalization & Visualization Techniques: Mood-board & Story Board (Section CRN)	3,4,7,8
W04 Mar 26 th	Externalization & Visualization Techniques: Mind-mapping & Cognitive Mapping (Section CRN)	3,4,6,7,8
W05 Apr 2 th	Externalization & Visualization Techniques: Mind-mapping & Cognitive Mapping (Section CRN)	3,4,6,7,8
W06 Apr 9 th	Layering & Superpositioning: Producing layers, diagramming, isometric & exploded perspective (Section CRN)	1,2,6,7,8
W07 Apr 16 th	Layering & Superpositioning: Superposition of layers, diagramming, isometric & exploded perspective (Section CRN)	1,2,6,7,8
W08 Apr 23 th	Public Holiday	---
W09 Apr 30 th	Basic Principles of Perspective: One and two-vanishing points, perspective grids (solid objects/streetscape) (Section CRN)	1,2,4,5,6
W10 May 7 th	Basic Principles of Perspective: One and two-vanishing points, perspective grids (solid objects/streetscape) (Section CRN)	1,2,4,5,6
W11 May 14 th	Spring Break	---
W12 May 21 th	Advanced Perspective Techniques (One-point): Transferring from plan & section, rendering, shade & shadow (Section CRN)	1,2,4,5,6
W13 May 28 th	Advanced Perspective Techniques (One-point): Transferring from plan & section, rendering, shade & shadow (Section CRN)	1,2,4,5,6
W14 Jun 4 th	Project-II Jury	---
W15 Jun 11 th	Advanced Perspective Techniques (Two-point): Transferring from plan & section, rendering, shade & shadow (Section CRN)	1,2,4,5,6

GRADING

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

Attendance requirement is **70%** for both: participation to the courses and submission of assignments during the semester. Midterm grade will be identified based on the number of products, which you have submitted for the studio exercise and homeworks given through the semester. You'll have chance to revise all of your products for final submission. Final dossier will have a distinct effect (%30) on your overall grade.

**STUDIO PROCESS
and SUBMISSIONS**

The course will run independent, but also closely linked with the Project-II studio. Various graphic and visual exercises will address render common themes, and feed each other.

The first part of the semester will concentrate on externalization and visualization techniques, layering-super positioning methods, and a brief introduction to basics of perspective. In the second (**Concentrated Distance Learning**) part, we will focus on basic and advanced perspective techniques, rendering and digital media tools. With this course, you will have the chance to implement and develop your technical skills in both analogue and digital media.

Due to Covid-19 pandemic, the studio process will be executed online through **Concentrated Distance Learning (CDL)** weeks. Being integrated to ITU Distance Learning Program, 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.

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.

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.**

**MATERIALS AND
MEDIA**

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.

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 given by the tutors, and learn from the works and manners of their fellows. Everyone is expected to be respectful to the space that they occupy: leave their work environments as clean and ordered as they first came, and re-cycle. **In online process**, students are expected to do their work **with their own efforts** and not to **plagiarize** through digital platforms.

**SUGGESTED
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.
- Hotan, H., Mimari Perspektif ve Gölge YEM Yayınları, İstanbul.
- 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.
- 2House 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, and Techniques for the Aspiring Designer, Barron's Educational Series, 2006.