FACULTY OF
ARCHITECTURE İTÜ

MIM-SBP-PEM

tes112e

VISUAL COMMUNICATION I:
VISUALIZATION & TECHNICAL DRAWING

Section 7

2022-2023 fall
Friday 08:30 – 12:30

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VISUAL COMMUNICATION I: VISUALIZATION AND TECHNICAL DRAWING

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COURSE OBJECTIVE and DESCRIPTION

TES112E Visual Communication 1 course aims to increase the interaction and coordination between the mind and hand. 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 two partners: allows you to see; and for other people to whom you want to describe your ideas.

The studio will concentrate on introducing you to the 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 productions 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 communicate – in an architectural manner –various archetypal forms in context and in scale.

COURSE CONTENT

Visual Communication 1 course aims to improve the necessary skills to communicate the design and ideas. Visual communication is a necessary tool to enable reciprocal understanding with the communicators.
To achieve this various methods such as sketches, drawings, collages, renderings and many others can be utilized.
Throughout the semester various visual communication tools will be used based on the requirements of different weekly tasks.

Additionally there will be a general technical drawing exam across all Sections in the 12th week of the course calendar. It will comprise 10% of the course grade.

COURSE LEARNING OUTCOMES

Students who complete the course satisfactorily will be able to:

1. Understand the basic elements of design, theories and systems of color,
2. Use colored, fast drawing techniques; prepare effective presentations,
3. Express ideas, scenarios, concepts graphically,
4. Use 2D and 3D rendering technologies and tool,
5. Create freehand sketching and lettering,
6. Learn the concept of scale, give dimensions on the drawings,

7. Learn the principles of projection, sketch the orthographic views of structural and contextual elements.
8. Apply necessary markings and symbols on drawings.

WEEKLY PROGRAM

Week	Day	Subject	Keywords & Basic Principles	Learning Outcomes
1	Sep. 23	PRODUCTION GUIDE origamix3	Basic drawing techniques	1, 7
2	Sep. 30	ORTHOGRAPHIC PROJECTION 4basic object, scale	Orthographic drawing Basics, (Projection techniques, scale, plan and side views)	1,6,7
3	Oct. 07	ORTHOGRAPHIC PROJECTION isometric drawing	Orthographic drawing Basics, (Projection techniques, scale, plan and side views), isometric drawing	1, 7
4	Oct. 14	ORTHOGRAPHIC PROJECTION structure	Orthographic drawing Basics, (Projection techniques)	1,6,7
5	Oct. 21	ORTHOGRAPHIC PROJECTION –first love-isometric drawing,	Orthographic drawing Basics, (isometric drawing)	1,3,4,7
6	Oct. 28	SKETCHING EXERCISE Taskisla- freehand sketch, partial multiview projection-front view	Sketching basics, (Using different sketching techniques as a tool for Visual Expression), Orthographic drawing Basics	1,5,7
7	Nov. 04	ORTHOGRAPHIC PROJECTION green pepper section	Orthographic drawing Basics, (Projection techniques, scale, plan, side view and section), Visualization techniques	1,2, 3, 4, 5, 7
	Nov. 11	Fall Break	-	-
8	Nov. 18	STORYBOARD	Storyboard Design	3,5
9	Nov. 25	ORTHOGRAPHIC PROJECTION isometric drawing diagrammatic expression	isometric drawing diagrammatic expression, Visualization techniques,exploded perspective	2, 3, 7
10	Dec. 02	ADVANCED TECHNICAL DRAWING & SECTIONING	Sections, elevations, dimensioning	1,6,7
11	Dec. 09	ADVANCED TECHNICAL DRAWING & FACADE PRESENTATION DEVELOPMENT	Elevations, dimensioning, Visualization and representation	1,6,7
12	Dec. 16	Technical Drawing Exam		
13	Dec. 23	POSTER DESIGN BASICS	Visualization techniques	1,2,3

14	Dec. 30	PORTFOLIO DESIGN	Presenting all the projects (contents of all TES 1 courses) using visual communication techniques, (Deciding on the concept. Designing the layout. Coding the content visually and bringing the content together)	2, 3, 4, 5, 8

COURSE CONDUCT and SUBMISSIONS

The course will be held **in class** during the hours announced in the weekly program [Friday, 08.30–12.30] and in accordance with **any guidelines and precautions of the Covid-19 pandemic if necessary**. Course instructors and students will meet in the allocated studio(s) unless specified otherwise by the course instructors. Each student will have a designated work area during the course hours. General assemblies or presentations related to the course may be held in the studio using a virtual platform or in one of the conference rooms in Taşkışla.

It is of utmost importance that students keep their working areas clean while in the studio and speckless at the end of the course. **The studio space will be used by another class after ours so it is both courteous and safe to evacuate on time (no later than 12.30) with all belongings and trash.** Please know and comply with TES Studio Principles. (https://tes.mim.itu.edu.tr/studio-principles/)

CLASS HOURS

It is important that students follow the course. This means being on time and actively participating in the activities held during the course hours under the direction of the instructors. There will be a variety of interactive formats so timeliness is essential for an efficient planning and individuals' maximum benefit from peers and instructors. Students are also strongly encouraged to use supporting digital platforms to share multimodal objects and information while interacting with their instructors and peers during discussions.

All work is to be produced in accordance with the media, material and format requirements set forth by the instructors in the class or in the announcements made through **Ninova** or other designated platforms. All participants are expected to adhere to the codes of ethical conduct. **https://odek.itu.edu.tr/en/code-of-honor/ethics-in-university-life**

COURSE TECHNOLOGY

Digital platforms will be used during and outside of class hours to communicate, conduct research, produce and share work. **Ninova (Section's common CRN)** will be used for announcements, access to live or recorded Zoom sessions, and digital submissions. Additionally, instructors may designate other platforms for announcements and sharing work. We also plan to use supporting platforms such as Google Drive, Miro, and Google Jamboard to share work within the class community and collaborate. It is highly advised that each **student has a laptop computer with the necessary equipment/hardware**. Students are advised to use a computer with access to WiFi, a camera, basic word and picture editing software, and sound features.

DISCUSSIONS and PINUPS

Student works are commonly put under the spotlight for discussion. These discussions serve the purpose of articulating the assessment criteria and conveying suggestions for students to develop their work. In these open discussions, students are expected to develop critical perspectives and proactively voice them in the course.

EXHIBITIONS

A selection of student projects will be exhibited digitally both during and at the end of the semester on suitable platforms.

ANNOUNCEMENTS

All announcements will be made on the **Ninova** class interface.

The information regarding the upcoming week's task will be announced during the studio and also in online platforms as a document. Also each task will be detaily explained through task handouts.

EVALUATION

The requirement for active participation in the course is 80%. This includes both physically attending classes and regularly completing the in-term assignments/projects throughout the semester. Students who do not meet these conditions will get VF and cannot make final submission. The weekly assignments constitute the midterm grade.

Visual Communication I Grade Assessment	Contribution
Submissions during the term (Midterm grade)	%55
Final Submission (Final dossier grade)	%30
Technical Drawing Exam	%10
Performance	%5

ATTENDANCE

A minimum of 80% attendance is mandatory in studio courses according to ITU Undergraduate Education Regulation Article 23 (Amended: RG-17/6/2021-31514). The 20% is not a right but is reserved for sickness and other unforeseen circumstances.

RECOMMENDED READINGS

Ching, F.D.K.,(1997). Design drawing. John Wiley & Sons.
Berger, J.,(1995). Görme biçimleri. Metis Yayınları.
Cook, P., (2014). Drawing: The motive force of architecture, Architectural Design Primer. John Wiley & Sons.
Ching, F.D.K. (1984). Architectural graphics. Architectural Press.
Şahinler, O., Kızıl, F., (2004). Mimarlıkta Teknik Resim. YEM.
The American Institute of Architects,(2007). Architectural Graphic Standards (10th edition). John Wiley & Sons.
Ching, F.D.K.,(2014).Mimarlık ve sanatta yaratıcı bir süreç: Çizim (4. Baskı)(Ç. Birkan Çeviri). YEM.
İnceoğlu, N., (1995). Düşünme ve anlatım aracı olarak eskizler. Helikon.
Browning, H.C., (1996). The Principles of architectural drafting: A source book of techniques and graphic standards, Whitney Library of Design.