

FACULTY OF
ARCHITECTURE

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MIM-SBP- PEM

tes122e

VISUAL COMMUNICATION II:
VISUALIZATION & PERSPECTIVE

Section 5

2022-2023 spring
friday 08:30-12:30

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FOUNDATION
STUDIO
2022-2023 spring

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Syllabus

VISUAL COMMUNICATION II: VISUALIZATION AND PERSPECTIVE

COURSE OBJECTIVE and DESCRIPTION This second course in visual communication 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, behavioural, 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

COURSE CONTENT The course consists of 4 modules. Topics of four modules are integrated to each other instead of following each other. Therefore, module topics distributed to the term non-sequentially as follows:

MODULE 1 | WEEK 1-2

Although, sketching is a main requirement for all semester the first module specifically focuses on the representation of historical settlements via sketches and freehand perspectives, silhouettes.

MODULE 2 | WEEKS 3-5 and 10-12

The main task is to represent physical environment via perspective of streets, buildings and indoor environments. One point and multi point perspective techniques such as two point and three-point perspective will be used in this module.

MODULE 3 | WEEK 9

The third module aims to study infographics and “zine”s to represent architecture in extreme environments. This course is organized as a workshop.

MODULE 4 | WEEKS 6,7 and 14

The last module aims to improve representation skills via digital representation tools such as illustrator, rhino, and indesign.

EXAM | WEEK 13

Additional to the modules, there will be a general perspective exam across all Sections in the 13th week of the course calendar. It will comprise 10% of the course grade.

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

COURSE CONDUCT and SUBMISSIONS

STUDIO HOURS and USE

The course will be held **in class** during the hours announced in the weekly program [Friday, 08.30–12.30] and in accordance. 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/).
(<https://tes.mim.itu.edu.tr/studio-principles/>)

CLASS HOURS and ATTENDANCE

It is important that students attend all the sessions. This means being on time and actively participating in the activities held during the course hours under the direction of the studio instructors. There will be a variety of interactive formats so timeliness is essential for efficient planning and individuals' maximum benefit from peers and instructors. A minimum of 80% attendance is mandatory for a passing grade in studio courses according to ITU Undergraduate Education Regulation Article 23 (Amended: RG-17/6/2021-31514). Please note that the designated 20% is reserved for sickness and other unforeseen circumstances.

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.

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).
<https://odek.itu.edu.tr/en/code-of-honor/ethics-in-university-life>

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. Students need to actively use their ITU usernames to access these and/or get related notifications from the ITU-Mobile app.

EVALUATION Attendance means active participation in the course which comprises both attending the course, taking part in discussions, and completing the assigned tasks during the term. Students who do not meet these requirements will get A VF grade and not be able to make a final submission at the end of the semester.

Visual Communication I Grade Assessment		CONTRIBUTION
Submissions during the term (Midterm grade)		60 %
Final Submission (Final dossier grade)		30 %
Perpective Exam		10 %
Attendance	Minimum 80% attendance is required	

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WEEKLY SCHEDULE

W	Date	Study	Presentation	Course learning outcomes
1	10-Feb-23	Introduction to perspective: Freehand drawing	Introduction	4,6,7
2	17-Feb-23	Views from Prince Islands: Streets, building facades, silhouette / sketch		2,4,6
3	24-Feb-23	One point perspective	One point Perspective	1,2,5
4	3-Mar-23	Multi point perspective-Two-point perspective	Two-point perspective	1,2,3,6
5	10-Mar-23	Multi point perspective-Two-point perspective		1,2,3,6
6	17-Mar-23	Digital visualization tools 1	Digital tools	3,4,7
7	24-Mar-23	Infographics for the Prince Islands	Illustrator	3,4,8
8	31-Mar-23	SPRING BREAK		
9	7-Apr-23	+Zine workshop	+Zine design	1,2,3,6,7
10	14-Apr-23	One point perspective: Perspective of a shelter with environment		1,3,4,6
11	21-Apr-23	Ramadan Feast		
12	28-Apr-23	Multi point perspective-Two-point perspective		1,2,3,6
13	5-May-23	Exam		
14	12-May-23	Digital visualization tools 2	Digital tools	3,4,7
15	19-May-23	The Commemoration of Atatürk Youth and Sports Day		

RECOMMENDED Perspective

- READINGS**
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 2. D'amelio, J. (2004). Perspective drawing handbook, Courier Corporation.
 3. Row, D. and T. J. Reid (2011). Geometry, Perspective Drawing, and Mechanisms, World Scientific Publishing Company.
 4. White, G. (1982). Perspective: a guide for artists, architects and designers, Batsford.

Technical drawing and representation

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10. Giesecke, F.E., et.al., Engineering Graphics, MacMillan Publ, 2004.
11. Bertoline, G.R., et.al., Technical Graphics Communication, McGraw-Hill, 2003.
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27. House N., Coles, J., The Fundamentals of Interior Architecture, AVA Publishing, 2007.
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31. Park, J. Y., Visual Communication in Digital Design, YoungJin.com, 2007.
32. Pile, J., Judith, G., History of Interior Design, 4th Edition, Wiley, 2013.
33. Şahinler, O., Kızıl, F., Mimarlık'ta Teknik Resim, YEM, 2004
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35. Spankie, R., İç Mimarlıkta: İç Mekan Çizimi ve Sunumu, Literatür Yayıncılık, İstanbul, 2012.
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