

MIM-ENT-ICM

tes112e

VISUAL COMMUNICATION I:
VISUALIZATION & TECHNICAL DRAWING

Section 1

2023-2024 fall
Friday 08:30 – 12:30

Dr. Hakan Tong
Assoc. Prof. Dr. Sema Alaçam

Res. Assist. Ahmet Türel
Res. Assist. Betül Şahin
Res. Assist. Elif Şen

Syllabus

VISUAL COMMUNICATION I: VISUALIZATION AND TECHNICAL DRAWING

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 In this course, starting from basic elements of design which are Line, form, color, texture, shade, basic and complex geometries various graphical and technical representation techniques will be executed. As this course is a foundation course which aims to improve visualization and technical drawing skills, it is expected from students to draw sketches through the semester in addition to the weekly studio works. Dimensions and scale, isometric and artistic perspective, visualization, basic graphical elements; composition, collage are subjects of this semester. Added to the principles and techniques of Projection, Sections Elevations, Markers and Symbols, Drawing of Structural Elements by hand and representation techniques will be introduced. This course includes several studio exercises and 10 studies to submit and builds a relation with the project studio work. The assessment of each studio exercises are executed separately.

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	Oct. 06	introduction + sketch (blind contour) introduction of drawing tools	classwork: lines	5
2	Oct. 13	sketch (pattern) + documentation (photography)	classwork: hunt in Taşkışla	1, 3, 5
3	Oct. 20	documentation & mapping	Excursion: Galata to Taşkışla homework: mapping	2, 3, 4
4	Oct. 27	orthographic drawing set	plans, sections, elevations, scaling classwork: drawing own table homework: drawing own room	6, 7, 8
5	Nov. 03	orthographic drawing set	plans, sections, elevations classwork: drawing object composition homework: riddles	6, 7, 8
6	Nov. 10	Atatürk Commemoration		
		orthographic drawing set	plans, sections, elevations classwork: buildings	6, 7, 8
7	Nov. 17	architectural modelling	classwork: buildings homework: cover with AI	1,3,4
8	Nov. 24	architectural modelling	classwork: buildings homework: cover with AI	1,3,4
9	Dec. 01	orthographic drawing set	axonometric, isometric classwork: drawing object composition homework: riddles	6, 7, 8
10	Dec. 08	orthographic drawing set	axonometric, isometric classwork: buildings homework: rendering with AI	6, 7, 8
11	Dec. 15	photo and graphic/drawing editing techniques	poster design in digital environment	2,4
12	Dec. 22	typography&styles	poster /graphic design Group work	3, 8
13	Dec. 29	portfolio design	portfolio design in digital environment	2, 4
14	Jan. 05	portfolio design	portfolio design in digital environment	2, 4

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]. 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 speckles 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/>)

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 (including health reports) 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 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>).

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 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.

At the beginning of each new project, the design topics will be announced, shared and discussed by group tutors. The studio briefs will explain the themes, research questions and expectations for each project, as well as related research, readings, lectures and online sources that are expected to be reviewed by the students before attending to the next studio. The brief will also entail information on the necessary preparations and material for the upcoming project / work.

The design themes and topics of the studio will be supported by common lectures, given by invited speakers on selected topics. These lectures will be essentially linked to the studio work and will be complementary to the theoretical, cultural and practical aspects of the work, aiming to enrich the students' design and research process by triggering collective discussions.

Due to the large number of students and tutor groups it is of utmost to be ready (computers open, logged on, sketch books out etc.) for the studio days, lectures, and to start and end group congregations on time.

Students are also expected to be ready for tutor group sessions in order to start and end at the planned time. Student attendance will be taken by the group tutor at these sessions.

The course will center on studio works that are designed to progress in a sequential order. Every work will build on the previous, both in terms of knowledge and experience, as well as study material.

EVALUATION

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

Visual Communication I Grade Assessment		Contribution
Term Grade	Submissions during the term (Midterm grade)	%60
Final Grade	Final Submission (Final dossier grade)	%40

RECOMMENDED READINGS

1. Zell, M., *The Architectural Drawing Course - Understand the principles and master the practices*, Thames & Hudson, 2008, London.
2. Ching, F.D.K., *Design Drawing*, John Wiley & Sons, 1997.
3. Fraser, I., Henmi, R., *Envisioning Architecture: An Analysis of Drawing*, John Wiley & Sons, 1994.

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

4. Cook, P., Drawing: The Motive Force of Architecture, Architectural Design Primer, John Wiley & Sons, 2014.
5. Allen, S., Practice - Architecture, Technique and Representation: Revised and Expanded Edition 2nd Edition, Routledge, 2009.
6. Lasseau, P., Freehand Sketching: An Introduction, W.W. Norton and Co., New York, 2004.
7. Ching, F.D.K., Architectural Graphics, Architectural Press, 1984.
- Davis, D.A., Walker, T.D., Plan Graphics, Wiley, 2000.
8. Şahinler, O., Kızıl, F., Mimarlık'ta Teknik Resim, YEM, 2004.
- Architectural Graphic Standards, 10th ed., John Wiley & Sons, 2007.
9. Giesecke, F.E., et.al., Engineering Graphics, MacMillan Publ, 2004.
10. Earle, J.H., Engineering Design Graphics, Addison-Wesley Publ., 1994.
11. Bertoline, G.R., et.al. Technical Graphics Communication, McGraw-Hill, 2003
12. Henry, Kevin. Drawing for product designers. Laurence King, 2012.
13. Eissen, K., and R. Steur. "Sketching: the basics Amsterdam." 2011.
14. Krisztian, G., Schlempp-Ülker, N., Visualizing ideas: from scribbles to storyboards, Thames & Hudson, London, 2006.
15. Ching, F.D.K., Interior Design Illustrated, John Wiley & Sons, 2012.
16. Spankie, R., İç Mimarlıkta: İç Mekan Çizimi ve Sunumu, Literatür Yayıncılık, İstanbul, 2012.
17. Gagg, R., İç Mimarlıkta; Doku + Malzeme, , Literatür Yayıncılık, İstanbul, 2013.
18. Tangaz, T., Interior Design Course: Principles, Practices, and Techniques for the Aspiring Designer, Barron's Educational Series, 2006