

CourseNo: ARCHA4764_001_2013_1
Meeting Location: AVERY HALL 504
Meeting Time: T 10:00A-12:00P

Instructor Information:
[Edwin A Schlossberg](#)

Columbia School of Architecture / 2013

Design for Communication in Public Places

Edwin Schlossberg

Six Weeks - 10:00am - 12pm

Tuesday, Jan. 22 - Tuesday, Feb. 26

Course Overview

Over the span of six weeks, we will explore the challenges and opportunities involved in designing powerful, engaging communications experiences in public settings. We will take an in-depth look at the ideas and issues designers face when creating this type of experience, and also discuss the need for and value of such designs. Along the way, we will also evaluate a range of designs that have been built and opened to the public, and ultimately break into teams to create concept designs of our own.

The six sessions:

1. Creating the Invitation - The voice and describing the audience
2. Creating the interface with tools and with language
3. Creating the setting the dynamic experience
4. Modeling and realizing the experience as a network & evaluating success
5. Presentations of rough concept designs
6. Presentations of Concept Designs

Reading List

A number of books look at the challenges of creating an effective design either as a form issue, an anthropological issue, or a sociological issue. While no published works focus solely on the issues we will explore during this course, the following books have relevance. I would like you to read at least the first selection for each class.

1. Creating the Invitation - The voice and describing the audience

Edwin Schlossberg - *Interactive Excellence*

Gerald Edelman - *Second Nature*

2. Creating the interface with tools and with language

Marshall McLuhan - *Understanding Media*

Edward Hall - *Silent Language*

3. Creating the setting

Edward Hall - *The Hidden Dimension*

Charles Eames - *Powers of Ten*

4. Creating a dynamic experience

James Surowiecki - *The Wisdom of Crowds*

Howard Reingold - *Smart Mobs*

5. Modeling and realizing the experience as a network

Yochai Benkler - *The Wealth of Networks*

Tim Berners-Lee - *Weaving the Web*

6. Evaluating Success

James Clifford - *The Predicament of Culture*