

GSAPP Fall 2014 - VISUAL STUDIES WORKSHOPS

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Full Semester Course: A4717 - Graphic Architecture Project II: Strategic Images

Terri Chiao Wednesday 9am-12pm 505 Avery

As a complex form of drawing, the designed image transforms new or invisible concepts into relatable form. It creates new realities; an imagined world in the mind of the viewer; a fertile ground for receiving new ideas. In this class we look critically at image-making in an age of outsourced digital production, asking questions such as: What makes an image compelling? What is the relationship between image and built form? How can we design images that communicate fundamental architectural ideas?

Set up in two parts, "Looking" and "Making", we begin by researching the image oeuvre of influential architects from the last century and move on to creating and critiquing our own images in a set of exercises: sketch, diagram, photomontage, collage, and model.