

CourseNo: ARCHA4717_001_2013_3

Meeting Location: RTBA

Meeting Time: W 09:00A-12:00P

Instructor Information: Terri P Chiao

“[S]ince nothing can enter architecture without having been first converted into graphic form, the actual mechanism of graphic conversion is fundamental.” — Stan Allen, Diagrams Matter

The Graphic Architecture Project is a critical investigation into the intersection of architectural design and graphic form. All ideas are communicated through mediated representations — whether in the form of speech, text, image, form, or action. In architecture and urban design, the graphic presentation of complex ideas is essential in shaping how

information is produced and received—and, ultimately, experienced.

As complex forms of drawing, both the map and the diagram have an important function in the process of designing.

Because they are reductions, both forms may reveal an essential truth not visible in the realm of the real. The diagram is the reduction of an idea to its most brutal contradictions: it depicts relationships, the map reveals adjacencies. But beyond their declarative and clarifying functions, maps and diagrams are visual objects in their own right and therefore worthy of a closer look.

This class looks specifically at diagramming and graphic communication through the lens of the architectural

process. The course will focus on key touch points in the process from pre-design to postoccupancy that will help

frame visual representation throughout the design process. The content of these exercises will be drawn directly from your studio/research projects. The class will consist of a series of practical assignments including exercises in form, collaborative diagramming, mapping, and storytelling.

During the first half of the class we will focus primarily on mapping as a method of collecting, drawing, and creating narratives with complex information. During the second half of the class, we will explore sequential narrative structures in the form of a printed publication. We will work on how specific concepts are visualized as well as minute issues of typography, form, line weight and color. We will review these materials on a weekly basis and discuss both representational choices and graphic and typographic details. We will focus primarily on critique as a pedagogical

tool, both individually and in groups, as a way to create a dialogue around our work and to learn from each other. Visitors from the fields of design, art, and media will be invited to give a series of guest lectures throughout the semester as well.

Evaluation will be based on the quality of the visual projects, attendance and participation in the class discussions and critiques. Graphic Presentation 2 builds on the skills and concepts learned in Graphic Presentation 1, and it is recommended (but not required) that you complete Graphic Presentation 1 prior to taking this class.