CourseNo: PLANA4022_001_2015_1
Meeting Time: F 09:00A-10:00A **Meeting Location:** FAYERWEATHER 200 S
Meeting Time: F 10:00A-01:00P **Meeting Location:** FAYERWEATHER 200 N

Instructor Information:
Alejandro De Castro Mazarro

FUNDAMENTALS OF URBAN DIGITAL DESIGN (Spring 2015)

This course provides conceptual and practical tools to enhance the visual literacy of urban planners; the course is designed to build those skills fundamental to understanding and communicating projects from the scale of the building to that of the city. Departing from the premise that images are a form of language, during the semester students will develop an argument made by visual instances: photos, series, maps, plans, infographics, charts, network diagrams, and renderings. The representation of this argument, on their suggestion of the physical actions that should take place in a city block of their choice, will be their semester-long assignment. Classes will observe and discuss techniques of effective visual communication and teach the methods and details of realizing such work using Adobe InDesign, Illustrator and Photoshop; Autocad; and SketchUp. With class presentations, weekly in-class and home assignments, and discussions, students will learn the visual techniques that help supporting their claims, and the rhetorical devices to enhance them.

During the course, students will learn about precedents related to visual techniques relevant for planners; copy some of these precedents; and use each of the techniques with a case study of choice.

Goals

From a technical point of view, this course aims for students to learn how to produce and edit book and poster presentations with photographs, figures, maps, diagrams, and renderings. We will software such as Autocad; Adobe Indesign, Photoshop, and Illustrator; SketchUp; and Microsoft Excel. From a conceptual point of view, the seminar seeks enabling students to identify the elements of representation that support their arguments as planners. This includes using the principle of economy and consistency in graphic design.

Presentation: Anthology of Precedents (9:05-9:40am)

Instructors will analyze visual representations used in urban planning plans and reports. They will discuss with students how they are technically executed, how they select information, and how they chose a fitting representation system. The discussion will also elaborate on the physical structure that supports the representation:

- Elements: legend, image, auxiliary lines, captions, notation

- Media: digital photography, scanned image, data base, orthographic plan

- Construction Process: layers, software, tools, printing

Review of Home Assignments (9:40-10am)

We will review some examples of student work from the previous, and open a group debate about the suitability of the images presented.

In-class assignment: copy (10-11am)

Among the examples discussed in class, we will select and execute one of them in class.

In-class assignment: Desk Crits (11:15am-1pm)

Each student will make an exercise related to the technique explained in class, related to a case study of choice. Student exercises will be gathered together for final presentation and EOYS at GSAPP.

W01   01/23   **Intro**

W02   01/30   **Photos**

W03   02/06   **Series**

W04   02/13   **Maps**

W05   02/20   **Plans**

W06   02/27   **Sections**

W07   03/06   **Figures**

W08   03/13   **Pages**

W09   03/20   Spring Break

          03/26   Midterm Book Due (PDF)

W10   03/27   **Rendering: Sketches**

W11   04/03   **Rendering: 2D**

W12   04/10   **Rendering: Modeling**

W13   04/ 17   **Rendering: Post-Production**

W14   04/24   **Book Workshop**

W15   05/01   **Final Presentation**

05/16   **End of the Year Show (EOYS)**