CourseNo: ARCHA4534_001_2013_1
Meeting Location: AVERY HALL 113
Meeting Time: F 10:00A-12:00P

Instructor Information:
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Over the past two decades, advances in hardware and software have liberated the computer generated image from the realm of highly specialized visualization companies into broader public use. Many different fields employ digital modeling and rendering techniques, producing content which communicates, captivates and sometimes convinces their target audiences. These advances in technology and a broader dissemination of technical knowledge have meant that these tools are widely used within the architectural discipline.

The difficulty of digitally replicating reality – the bouncing of light, the softness of shadow, the scattering of rays – is no longer a technical or epistemological problem. There is an abundant body of literature and tools that allow for efficient representations of the external physical world. So why do so many renderings look the same? Why is representing an external reality more important than an internal reality? Why are commonly-used techniques and accepted norms resulting in a homogenous body of aesthetically similar and conceptually disengaged imagery? It is time to reassess the rendering and all associated techniques and frameworks.

As such, this workshop will engage advanced computer visualization techniques in order to explore novel modes of representation. Conceptually, the workshop will explore notions of the multiple and the single. The multiple will be used to challenge traditional linear perspective as the standard representation model of computer generated images. Alternative approaches will be discussed, including: strip photography; multi-perspective rendering; and composite based techniques. Students will be asked to flatten multiple iterations of an object and an environment into a single still image. Students must also conceptually engage multiplicity during the representation of their content; this may result in multiple instances, configurations, times of day, and/or scales of detail being represented in a single still image. Students will be expected to produce technically accomplished work of a high resolution. How the image looks and feels - the aesthetic and style - must also respond to their specific content and concept.