GSAPP Spring 2014 - VISUAL STUDIES WORKSHOPS

Laura Kurgan - Director of Visual Studies   ljk33@columbia.edu
Josh Uhl - Coordinator of Visual Studies   jdu1@columbia.edu

Full Semester Course: A4716 - Graphic Presentation I

Ken Meier and Yoonjai Choi Wednesday 9-11am 600 Avery

Architecture starts and ends as graphic design.

The Graphic Architecture Project is a way of thinking about the intersection of the flat and the deep. Over the past few years we have been looking at how design concepts like branding, display and advertising affect the practice of architecture.

This semester we want to examine, in rather minute detail, aspects of presentation: that is the visual rhetoric employed to convey design concepts. We are especially interested how diverse forms of representation—plan, section, elevation, perspective, diagram, rendering, etc—combine with typographic language in complex graphic and discursive narratives.

It is our intention in this class to investigate these conceptual issues through extremely practical assignments. In so doing, this class will introduce basic 2D design as a component of complex message making. In the first half of the semester, we will focus on 2D composition and typography. We will examine the details of letterforms and investigate type design and typesetting from a historical and visual perspective. We will also consider typographic hierarchy and systems. We will then look at the composition of graphic space using both typography and images. This part will consist mainly of shorter assignments. As the problems are iterative and designed to build from one week to the next, it is essential that you complete each in the given time period.

In the second part of the semester, we will begin with a lesson in simple but refined typesetting, followed by assignments that deal with layered content, therefore working with more sophisticated design systems. We will continue to explore the use of grids for managing complex information and for the graphic articulation of two dimensional space. Using the visual and conceptual tools developed in the first section, we will combine graphic devices with narrative content.