CRP 5851
GRAPHIC COMMUNICATION
FALL 2012 COURSE SYLLABUS

Image Source: http://media.photobucket.com/image/an%20image%20says%20a%20thousand%20words/Foolz3h/Athousandwords.jpg

When & Where:
Fridays: 2:30 pm - 5:30 pm
Sibley Hall, Barclay Jones Lab Rm. 305

Credit Hours: Three (3)

Instructor & Contact Information:
Zac Boggs
email: zmb5@cornell.edu
cell phone: available Friday, 9 am – 2 pm
(303) 523 - 2323
office: Sibley Hall Room 110 / please email or call the instructor to request a meeting

Graduate Assistants & Contact Information:
Travis North
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lab hours: 2 hours per week dates and times tbd

Dropbox Site:
https://dropbox.cornell.edu/

BACKGROUND

“Never mistake legibility for communication” ~ David Carson. Understanding how to use industry standard computer programs and apply basic graphic communication concepts is crucial to the successful presentation of information and efficiency of time. As real estate, planning, landscape architecture and architecture students become essential members of multi-disciplinary teams performing tasks ranging from project-graphic communication management to the design of communication pieces, a course in this topic has become of great importance. Therefore the skillful combining of images and text to tell a complete story and the competent use of industry standard programs become the core of this course.

DESCRIPTION & GOALS

This course is designed for graduate students (seniors by permission) in real estate, planning, landscape architecture and architecture. There are two main goals to the course which aim to successfully communicate your ideas in an appealing way to a diversity of audiences:

Goal 1 - To provide a solid grounding in graphic communication theory and practice.

Goal 2 - To adequately combine and employ industry standard programs such as Google Earth, Auto CAD, SketchUp, Illustrator, Photoshop and InDesign to create products that tell the story with efficiency.

The new theory learned will be put to the test through laboratory work. You will evolve your competence through the production of: in class exercises, collective knowledge development assignments and a portfolio. The main emphasis of the course will be on you and your work. By working hard, taking risks, experimenting, making mistakes and creating, much is to be learned.

OBJECTIVES

1. To develop a strong foundation in graphic communication.
2. To develop the necessary technical skills to create drawings and layouts.
3. To develop skills and competencies in teamwork, problem solving, decision making, critical thinking, spatial abilities/visualization, design capabilities and positive work habits and attitudes.
4. To develop graphic communication management organization skills.
5. To increase the students knowledge in multiple computer applications and the ability to go between these as necessary (Google Earth, CAD, SketchUp, Illustrator, Photoshop, InDesign, Acrobat).
6. To enable students to distinguish between stages and functions in graphic communications, for example idea sketching and computational layout.
7. To develop a polished portfolio that showcases each student's strengths and demonstrates their ability to present complex data in an attractive and clear format.

FORMAT

The course is divided in three parts:

Part 1: Focused on graphic communication via readings, theory discussion, examples and the use of computer software.
Part 2: Focused on visual presentation methods and layouts for you to create with industry standard programs for the final round project.
Part 3: Refine your skills preparing self marketing materials including a portfolio and resume.

The course combines lectures, hands on lab work and your presentations. The "hands on" experience is the key to success in this class. Emphasis is placed on a cooperative, team-building learning environment. Participants are encouraged to share information, skills, and ideas. However, all of the work you submit for credit must be your own.

LOGISTICS

Tools:
An open mind and a positive attitude.
A 4GB thumb drive (minimum).

Relevant Resources: (not required but highly recommended)
Cornell University's CIT Training & Documentation for: Photoshop, In Design, Microsoft Excel and

Microsoft PowerPoint (contact: Julia S. Leonard with CIT- jsl76@cornell.edu); The Visual Display of Quantitative Information, Envisioning Information, Beautiful Evidence and Visual Explanations all books by Edward R. Tufte (available at most bookstores and amazon.com). The Architect's Portfolio by Andreas Luescher, Information Design Workbook by Baer, Google SketchUp for Site Design by Daniel Tal, ASLA.

General Acedemic Expectations & Integrity:
Attend all classes, care about your work, make progress in the medium, help and cooperate with your classmates, take risks, make mistakes, behave professionally, and come to each class with an open mind and willingness to learn. Your final grade will be based on your willingness to achieve the above as well as the grades you obtain in the semesters assignments. Academic Integrity is of the essence. Each of you must abide by Cornell University's Code of Academic Integrity. Refrain from playing computer games and sending emails/text messages while in class.

Attendance: High priority is placed on attendance due to the fact that this course meets only three hours per week. Regular attendance is essential to learning and academic achievement.

REQUIREMENTS & EVALUATION

The course has four (4) requirements:

I. Collective knowledge development (10pts)
4 reading assignment and image gathering (2.5pts each)

II. In class exercises: (10pts)
6 exercises (2pts each)
Lowest score will be dropped

III: Industry Standard Programs(50pts)
Lowest score of 5 point assignments will be dropped
Google Earth **(5pts)**
Auto Cad **(5pts)**
Sketch Up **(5pts)**
Photoshop **(5pts)**
Illustrator **(5pts)**
Indesign **(5pts)**
Final Presentation **(20pts)**

IV. Marketing Material (30pts)
Portfolio **(25pts)**
Resume **(5pts)**

TOTAL POINTS: 100
All class requirements will be evaluated based on the following criteria:
Complete, Correct and On time.

TENTATIVE COURSE SCHEDULE

Note: The class schedule is subject to change at the instructor's discretion.

PART 1: Introduction to Theory and basics of computer programs

WEEK 1

August 24th:

Discussion - Introductions, Course syllabus discussion, Survey class

Lecture - The course's road map

Lab - Discuss file management/file structure, and create a file naming convention for the class. Overview of the particular function of each of the computer programs.

Assignment - Reading, summary and images

Visocky O'Grady, Jenn + Ken. 2008. ***Cognitive Principles for Information Design*** in The information design handbook pp. 54-77.

Tufte, Edward. 1990. ***Escaping Flatland*** in Envisioning Information pp. 12-35.

Due date: August 31st

WEEK 2

August 31st: Indesign

Discussion - Student led discussion for readings and images. Select site (urban or suburban)

Lab - Brief introduction to InDesign - the interface and basics, how to prepare assignments and presentations in InDesign

In Class Exercise #1 - page layout: combining images and text

Assignment 1 - Reading and images

Visocky O'Grady, Jenn + Ken. 2008. ***Communication Principles for Information Design*** in The information design handbook pp. 78-131.

Tufte, Edward. 1990. ***Micro/Macro Readings*** in Envisioning Information pp. 36-51.

Assignment 2 - Prepare a one page brief on your site to present in class.

Due date: September 7th

WEEK 3

September 7th: Google Earth to Auto CAD

Discussion - Student led discussion for: readings and related images and presentation of their site brief.

Lab - Google Earth interface, Google Earth to Auto CAD, The Auto CAD interface, essential commands, setting up a drawing, using layers, using layouts, introduction to attributes. Drawing strategies to complete a site plan using a Google Earth image.

In Class Exercise #2 - Align image in Auto CAD

Assignment 1- Reading and images

Visocky O'Grady, Jenn + Ken. 2008. ***Case Studies*** in The information design handbook pp. 132-213.

Tufte, Edward. 1990. ***Layering and Separation*** in Envisioning Information pp. 13-51.

Assignment 2- Trace Google Earth site with Auto CAD utilizing layers, line weights and viewports. Print your progress in an 11x17 black and white, pin up in the front of the room at the beginning of class for review.

Due date: September 14th

PART 2: Industry Standard Programs

WEEK 4
September 14th: Auto Cad

Discussion - Student led discussion for readings and images. Review of 11x17 Auto Cad plans.

Lab - Recap of Auto CAD commands to date, managing external references, using layouts, line weights, scale a drawing to print and export layers for Photoshop renderings, assistance in completing AutoCAD plan for Sketch Up. Revise plan per comments during review.

Assignment - Finalize tracing assigned site with Auto CAD bring 11x17 black and white of your final product for pin up and review.

Due date: September 21st

WEEK 5
September 21st: Sketch Up

Discussion - Pin up and review of 11x17 Auto Cad final plans. Discuss briefly color and competition boards.

Lab - The Sketch Up interface, opening an Auto CAD file in Sketch Up Pro, 3-D massing, extrude, components, scenes, shadows, cameras. Export perspective views for Photoshop

In Class Exercise #3 - Extrude all buildings in your plan and run a solar analysis

Assignment 1- Refine Sketch Up and select one perspective views to render in Photoshop. Bring 11x17 black and white print of the view for pin up and review

Assignment 2 - Complete the following two (2) readings and select a color pallet from Kuler.adobe.com. Print the palette in color at 11x17 for pin up and review.

Edwards, Betty. 2004. ***Understanding and applying color theory*** in Color pp. 14-33.

Tufte, Edward. 1990. ***Color and Information*** in Envisioning Information pp. 80-95.

Due: September 28th.

WEEK 6
September 28th: Photoshop
Discussion - Pin up and review of 11x17 perspective view for Photoshop rendering. Present your color palette selection.

Lab - The interface and basics of Photoshop, layers, tools, image manipulation, rendering. Export plan from Auto CAD for photoshop rendering.

Assignment - Begin rendering the perspective view and the plan. Print 11x17 color copy of each pin up and review

Due: October 5th

WEEK 7
October 5th: Photoshop and Illustrator

Discussion - Pin up and review of renderings.

Lecture - Present and discuss examples of context maps, circulation diagrams and land use maps.

Lab - Recap of Photoshop rendering techniques, shadows. Revise renderings based on review feedback. From Auto CAD into Illustrator (diagraming)
In Class Exercise #4 - Export layers from Auto CAD into Illustrator

Assignment - Finalize Photoshop renderings and prepare a context map, a circulation diagram and a land use map.

Due: October 12th

WEEK 8
October 12th: Indesign

Discussion - Pin up and review of finalized renderings and diagrams.

Lecture - Color, fonts and the layout of competition boards

Lab - Pinup drawings to date and review
In Class Exercise #5 - Make revisions to your work according to the review

Assignment 1- Complete a draft of your Indesign 24x36 board

Assignment 2- Select fonts and font hierarchy bring 11x17 print out to pin up and review
Due: October 21

WEEK 9
October 19th: Indesign

Discussion - pin up and review boards and font choices

Lab - Revise according to review.

Assignment - Complete Indesign 24x36 board layout and print in color for pin up and review.
Due: October 26th

WEEK 10
October 26th: Presentations

Assignment - Bring: All of the potential pieces for your portfolio, hard copies 8x11 (min. size) to pin on the wall and review together
Due - November 2nd

PART 3: Marketing Material

WEEK 11
November 2nd: Indesign

Lecture - The Portfolio

Lab - Portfolio
Review I - Pin up all of the potential portfolio pieces and review together Indesign, fonts, color, master pages.
In Class Exercise #6 - Prepare a hand drawn complete layout of your portfolio.

Assignment - Refine your hand drawn draft based on in class comments, pin up for review

Due - November 9th

WEEK 12
November 9th: Portfolio

Lab - Portfolio work session
Review II - Pin up and review of portfolio final draft

Assignment - Portfolio draft
Due - November 16th

WEEK 13
November 16th: Portfolio
Lab - Portfolio work session
Review III: Drafts of final product, pin up on the wall and present your work

Assignment - Portfolio final draft
Due - December 2nd

WEEK 14
November 23rd:

Thanksgiving Break - no class

WEEK 15
November 30th: Portfolio

Final review of portfolio work.

WEEK 16
TBD: Final Portfolio Presentations