GRAPHIC COMMUNICATION 2

Bachelor in Architectural Studies BAS SEP-2023 GC2-AS.1.S.A

Area Architecture and Design

Number of sessions: 40

Academic year: 23-24

Degree course: FIRST

Number of credits: 6.0

Semester: 2º

Category: BASIC

Language: English

Professor: **MAXON HIGBEE**

E-mail: mhigbee@faculty.ie.edu

Maxon Higbee is an artist and professor in the Bachelor in Architecture at IE University. He is co-director of The Windor, an artist run space in Madrid.

In 2010 he was awarded a World Less Traveled Grant for a proposed project in Madrid, where he stayed, and continues to live and work. He has been in many solo and group exhibitions internationally and has given lectures at several institutions, including the American University Beirut, Lebanon; The Thyssen Bornemisza Museum, Madrid; and the IEU Department of Architecture and Design in Izmir, Turkey. He was a visiting artist in the Estudio Joven program at The Thyssen Bornemisza Museum, in Madrid, and was a selected artist in issue #101 of New American Paintings.

He received a Bachelor of Arts degree in English Literature and a BFA in Painting and Drawing, at California State University Chico, in 2007. In 2008 he was offered a full-time merit fellowship in the Painting and Drawing program at the Art Institute of Chicago. Upon completing his Masters of Fine Arts degree he received a John Quincy Adams Fellowship Grant for artistic merit. He is currently pursuing his doctorate in Visual Studies, in the Department of Art at the Complutense University in Madrid.

- Professor's website: www.maxonhigbee.com
- E-mail: mhigbee@faculty.ie.edu

Office Hours

Office hours will be on request. Please contact at:

E-mail: mhigbee@faculty.ie.edu

SUBJECT DESCRIPTION

Graphic Communication II continues to focus on observation and analysis, but builds on the representational concepts from the first semester to allow for more complex and varied layers of information. The scale will shift from the perception of the individual to the interactions between bodies, spaces and activities.

In this studio-based workshop students will utilize, explore, and gain competency in the fundamental graphic skills that are necessary for the study and practice of architecture and the study of representation as a basic language for an architect. This course continues to introduce a range of graphic communication methods, while building off of and advancing on the techniques learned in the previous semester. We will introduce color, complex diagramming, combined multiview drawings, collage and digital media to complement the orthographic and paraline systems that were introduced in the first semester. We will build on a conceptual framework for visual thinking and communication skills that will be instrumental for the further studies of digital representation techniques, beyond the scope of this course.

This course is intended to complement and strengthen design work, the studio agenda and the communication of ideas. It continues to develop skills that will be utilized throughout the students' academic and professional career.

LEARNING OBJECTIVES

Per Ministerial Decree EDU/2075/2010, 29 of July; and the official accreditation request for the Bachelor in Architectural Studies, July 2015; see BOCYL, 14 March 2018: p. 10477-10481

2.1- BASIC AND GENERAL OBJECTIVES

- CB1: Students have demonstrated knowledge and an understanding of a given area of study, building upon the foundation of secondary education, supported by advanced texts, and including aspects that engage the latest advances in their area of study.
- CB2: Students know how to apply their knowledge professionally to their work or vocation and possess the competencies that are often demonstrated through elaboration and defense of arguments and the resolution of problems within their area of study.
- CB3: Students can gather and interpret relevant facts (usually within their area of study) in order to make judgments that include reflection on relevant social, scientific, and ethical topics.
- CB4: Students can transmit information, ideas, problems, and solutions to both specialized and non-specialized audiences.
- CB5: Students have developed the necessary learning skills to continue their studies with a high degree of autonomy.
- CG2: Knowledge of the role of the fine arts as a factor that can influence the quality of architectural creation.
- CG7: An understanding of the relationship between people and buildings, and between buildings and their contexts, as well as the need to relate buildings and adjacent spaces to needs and to the human scale.

2.2- SPECIFIC COMPETENCIES

Module: Preparatory Subject: Graphic Communication

- CE1: Ability to apply graphic knowledge to the representation of spaces and objects.
- CE2: Ability to conceive of and represent the visual attributes of objects and to demonstrate

command of proportion and drawing techniques, both manual and digital.

- CE3: Adequate knowledge of systems of spatial representation, as applied to architecture and urbanism.
- CE4: Adequate knowledge of formal theory and analysis, and the laws of visual perception, as applied to architecture and urbanism. CE5: Adequate knowledge of metric and projective geometry, as applied to architecture and urbanism.
- CE5: Adequate knowledge of metric and projective geometry, as applied to architecture and urbanism.
- CE6: Adequate knowledge of graphic surveying techniques in all phases, from sketching to scientific restitution, as applied to architecture and urbanism.
- CE10: Adequate knowledge of the fundamentals of topography, hypsometry, cartography and site grading, as applied to architecture and urbanism.

2.3- TRANSVERSE COMPETENCIES OF THE UNIVERSITY

- CT2: Ability to exercise professional behavior in accordance with constitutional principles and ethical values of the respective profession.
- CT3: Manage unforeseen situations with the capacity to respond to changes within organizations. CT4: Use disciplinary knowledge to analyze and evaluate current situations.
- CT5: Integrate oneself into interdisciplinary and multicultural teams to achieve common goals in a context of diversity.
- CT6: Work actively in an international context.

2.4- SPECIFIC OBJECTIVES AND SKILLS

This subject aims to help students develop conceptual thinking and professional skills necessary to observe, analyze, visualize and represent architectural space. We will therefore place special emphasis on the specific competencies CE1, CE2, CE3, CE4, CE5, CE6, and CE10, as described above. In addition, students will be taught and eventually evaluated on their proficiency in the following:

Technical objectives:

- Observe reality and space (objects, structures and architecture) with precision.
- Represent what is observed through a sketch, drawing or a model.
- Understand architectural drawings by being able to read spatial characteristics from orthogonal plans and sections.
- Being able to represent architectural space coherently and comprehensively by creating architectural drawings and physical models.
- Initialize and support creative process through drawing.
- The methods of graphical representation of spaces and objects.
- Drawing techniques, including digital techniques and skillsets.
- The representation of the visual attributes of objects.
- The analysis of the proportion and the relationship between objects.
- Metric and projective geometry.
- Graphical surveys and scientific reconstructions.
- The approximation of the spatial conception of architecture.

Professional skills:

- Understanding how human perception works and how to use that knowledge to communicate architectural ideas in a comprehensive and expressive way.

- Understanding the conventions of architectural drawing and ability to use them effectively in design process and project representation.
- Ability to present work in public and engage in constructive critique with others.

TEACHING METHODOLOGY

IE University teaching method is defined by its collaborative, active, and applied nature. Students actively participate in the whole process to build their knowledge and sharpen their skills. Professor's main role is to lead and guide students to achieve the learning objectives of the course. This is done by engaging in a diverse range of teaching techniques and different types of learning activities such as the following:

Learning Activity	Weighting	Estimated time a student should dedicate to prepare for and participate in
Lectures	12.0 %	18.0 hours
Discussions	6.67 %	10.0 hours
Exercises in class, Asynchronous sessions, Field Work	20.0 %	30.0 hours
Group work	1.33 %	2.0 hours
Individual studying	60.0 %	90.0 hours
TOTAL	100.0 %	150.0 hours

PROGRAM

SESSIONS 1 - 3 (LIVE IN-PERSON)

Presentation: Architectural Sketching

Topics introduced:

Observational Sketching
Sighting
Constructing a sketch drawing
Composition
Linework, speed and detail
Stairways - types and conventions
Staircase - multiview drawings
Stair standards and building code

Exercise:

Stairway drawing
Timed speed sketching
Outdoor and indoor observational sketching

SESSIONS 4 - 6 (LIVE IN-PERSON)

Presentation: Site plans, Context

Topics introduced:

Introduction to topography
Contour lines
Trees and vegetation
Ground cover
Shadows
Rendering contextual detail in a site plan

Exercise:

Tree inventory
Site plan drawing

SESSIONS 7 - 9 (LIVE IN-PERSON)

Presentation: Digital Colour

Topics introduced:

Additive Colour, Subtractive Colour
Colour harmonies
Basic introduction to Photoshop
Colour theory through Photoshop
Site plan - hand/digital hybrid

Exercise:

Photoshop introductory tutorial
Shadows in plan through photoshop
hand/digital hybrid site plan in colour

SESSIONS 10 - 12 (LIVE IN-PERSON)

Presentation: Site Elevation

Topics introduced:

Blended drawings
Elevation perspective
Rendering context in elevation
Human figures in drawing
Hand/digital hybrid elevation
Photoshop techniques for rendering elevations

Exercise:

Drawing human figures
Site Elevation (hand/digital hybrid)

SESSIONS 13 - 15 (LIVE IN-PERSON)

Presentation: Collage and Composite Drawings

Topics introduced:

Mixed media collage
Theoretical/visionary architecture
Figure ground
Concept development
Building envelope
Introduction to Photoshop Illustrator

Exercise:

Finding inspiration from an everyday object
Drawing on Illustrator

SESSIONS 16 - 18 (LIVE IN-PERSON)

Presentation: Rendering in Photoshop

Topics introduced:

Rendering materiality
Adding context in Photoshop
Image editing

Exercise:

Processing a drawing on Photoshop
Digital collage using Photoshop

SESSIONS 19 - 20 (LIVE IN-PERSON)

In class workday dedicated to giving feedback on student work before midterm reviews

SESSIONS 21 - 22 (LIVE IN-PERSON)

Midterm Review

SESSIONS 23 - 25 (LIVE IN-PERSON)

Presentation: Projected Perspective Drawings

Topics introduced:

Two pointed projected perspective
Exterior projected perspective
Projecting information from orthographic drawings to produce perspective

Exercise:

Produce a two-point exterior perspective of an existing building

SESSIONS 26 - 28 (LIVE IN-PERSON)

Presentation: Projected Perspective Drawing - One point

Topics introduced:

One point projected perspective
Projecting information from orthographic drawings to produce interior perspective
Section perspective

Exercise:

Produce a one-point interior section perspective of an existing building

SESSIONS 29 - 31 (LIVE IN-PERSON)

Presentation: Introduction to final project - Building Narrative

Topics introduced:

Storyboards - Building a graphic narrative
Visionary Architecture/ Paper Architecture
Utopian Architecture

Exercise:

Create a narrative sequence tied to the existing perspectives in a new imagined reality

SESSIONS 32 - 34 (LIVE IN-PERSON)

Presentation: Presentation boards and portfolio

Topics introduced:

Layouts and sequence
Composition
Presentation boards
Introduction to Photoshop InDesign

Exercise:

Produce a narrative board

SESSIONS 35 - 37 (LIVE IN-PERSON)

In class workday dedicated to giving feedback on student work before final reviews

SESSIONS 38 - 40 (LIVE IN-PERSON)

Final Reviews

EVALUATION CRITERIA

Evaluation is continuous, which implies that all the work produced by the students along the semester will contribute to the final grade. Technical competence and conceptual value of the submitted work will be the evaluated with equal importance, as will be the case with maturity of student's critical view inside the context of the collective work of the class. Additionally, development and growth of these capacities throughout the semester will form an important element during evaluation.

criteria	percentage	Learning Objectives	Comments
Individual Work	90 %		Correct graphical and conceptual execution of the submitted assignments
Class Participation	10 %		Active participation during class and programmed activities

17th November 2023

RE-SIT / RE-TAKE POLICY

First Evaluation Session

In order to pass the course during the first evaluation session, the overall evaluation grade of the student should be at least 5.0 points on a scale between 0.0 and 10.0.

As listed in the table above, the primary evaluation material for the first evaluation session will be the assignments.

The graphic assignments for the class will be given two due dates. On the first due date, the work is expected to be complete to provide feedback. The second due date will be the final submission of the assignment with updates/corrections made as per feedback received. If the work is deemed incomplete on the first due date, it will receive a 0.0 for that particular assignment and will not be allowed to be submitted for the final due date.

Attendance:

According to the current attendance policy of IE University, class attendance is mandatory: students must attend at least 80% of all class sessions. Students who do not meet this minimum percentage will automatically fail both the first and second evaluation session, and pass directly to the third enrollment (re-taking the course).

When re-taking the course, attendance must be of at least 50%, but the student must accomplish 100% of the exercises assigned. If this level is not reached, the student will have to do the 4th and last exam session to pass the subject.

Punctuality is also mandatory. According to the general Code of Conduct In Class (see below), students arriving late to the class will be marked as absent.

Second and Fourth Evaluation Sessions

Those students whose studio work has not been positively evaluated will be required to pass an extraordinary evaluation session, except for the students that do not meet the minimum percentage attendance - according to IE University attendance policy, such students do not qualify for the subsequent evaluation session.

Students falling under these circumstances will be responsible for contacting the instructor at least three weeks prior to the expected examination submission date in order to be notified about the specific requirements for their satisfactory fulfillment of the course.

No claims will be accepted if the student fails to contact the instructor within the time frame set above, as it will then be understood that he/she declines the opportunity to pass the course within the current evaluation session.

The content, format and evaluation criteria of these additional examinations will be adjusted according to the specific studio performance and coursework situation of each individual. The second enrollment/ RE-TAKE will consist of resubmitting all the past work that received less than a passing grade as well as a graphic exam. The past resubmissions and the exam is equally weighted towards the second enrollment grade. The final grade for the course after the first and second enrollments will be a combination of the two.

After the second and fourth evaluation sessions, and according to the current IE University policy, the student will be graded according to both his/her performance in the exam and his/her performance during the course.

The second and fourth evaluation sessions will only be considered satisfactorily complete with a grade of 5.0 or more. According to the general regulations of IE University, students cannot earn a grade higher than 8.0 in the second and fourth evaluation sessions.

Third Evaluation Session

Those students that do not receive a positive evaluation in the second evaluation session and those students who fail to comply with minimum attendance requirement, will be required to retake the course during the following academic year, where they will produce new design assignments which will constitute their primary evaluation material for the third evaluation session.

The criteria for evaluation for the third evaluation session, are the same as the ones for the first evaluation session.

Students falling under this category will be the subject to a minimum class attendance policy of 80%, which is set by the general regulations of IE University, under same conditions as in the first enrollment.

BIBLIOGRAPHY

Compulsory

 - Francis D. K. Ching. *Architectural Graphics (6th Edition).* Wiley. ISBN 9781119035664 (Printed)

 - Rendow Yee. *Architectural Drawing: A Visual Compendium of Types and Methods 4th Edition.* Wiley. ISBN 9781118012871 (Printed)

BEHAVIOR RULES

Please, check the University's Code of Conduct here. The Program Director may provide further indications.

ATTENDANCE POLICY

Please, check the University's Attendance Policy here. The Program Director may provide further indications.

ETHICAL POLICY

Please, check the University's Ethics Code here. The Program Director may provide further indications.