GRAPHIC COMMUNICATION II

IE University
Professor: MAXON HIGBEE
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Academic year: 22-23
Degree course: FIRST
Semester: 2º
Category: BASIC
Number of credits: 6.0
Language: English

PREREQUISITES

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, digital collage and time based 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.

OBJECTIVES AND SKILLS

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.
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.

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.

CE6: Adequate knowledge of metric and projective geometry, 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.

**METHODOLOGY**

**Teaching Method**

The teaching method is focused on students' working hands-on as a primary way to acquiring the relevant skills and concepts. Class Sessions will combine short lectures given by the professor with ample time given students to practice these concepts in form of either short exercises or assignments that span multiple sessions.

Class lectures will offer both conceptual framework and practical advice. The objective of the lectures is to provide initial help to students, so they start developing the individual skills needed to fulfill the requirement of the course, and also to be able to be productive in design-related assignments outside the scope of this course.

Since hands-on experience is paramount in teaching design, the work that students are required to do will be a primary learning method. This work will be framed as a sequence of short-term (class exercise) and long-term (multiple sessions) assignments. Short term assignments are to be developed in the classroom, to apply the theory learned to daily practice.

Long term assignments are expected to be developed in the classroom and completed at home. They will span multiple sessions to end with the final critique session where students will present their work in public and engage in constructive critique. Students will work on long-term assignments in an iterative way: students will be expected to continuously give informal presentation of their work in progress in order to be able to keep on working.

The professor will give advice and make corrections, both individually and with the whole group. This process is intended to create a frame of critical dialogue involving the participation of all the students in order to learn one from each other.

**Student Learning Method / Distribution of ECTS Load**

The course is focused around practical knowledge that students will achieve by working in a studio environment, where students are expected to work applying the processes and methodologies explained by the professor in the theoretical sessions.

The students will progressively improve their knowledge in a mainly practical way, and it is a must to follow the rhythm of the assignments given by the professor, and show the work in progress in order to be discussed and improved. All the work that a student submits has to be original and made by the student: not copied, traced, or downloaded from the internet, unless students are specifically instructed to trace other's work as a part of the actual exercise. Doing otherwise will lead the student directly to the final extraordinary exam.

Students are expected to work continuously in a sketchbook, practicing concepts of freehand drawing, to improve progressively in both techniques and skills in controlling scale, proportion, perspective and tone.
During the tasks where students are asked to perform analysis, they will be allowed to use digital devices (tablets, laptops, desktop computers) in class, purely for the purpose of class-related research. In any case, the use of digital devices and Internet for activities not related to this class is not allowed and will hinder your grade on participation.

Students are also expected to participate actively, working individually during the workshop sessions, showing and explaining their work in public and taking an active role during critiques.

This Course will involve the following teaching methods:

3.3. Distribution of Learning Activities

AF1: Workshops and Laboratories: work sessions with individual and group learning, with a practical character, oriented toward the resolution of problems, and of controlled experiments, with review, debate, and personalized tutorials. Workshops may use the digital platform, while laboratories will be held in spaces equipped for that purpose.

AF2: Lectures: explanations of theoretical content, led by the professor. Classes as guide for students’ autonomous work, with presentations, answers to questions, and the posing of relevant questions through the use of texts and practical cases as illustrations. These classes may use the digital platform.

AF3: Debates and Seminars: discussion and analysis of the texts and articles studied. These debates may be developed with through the use of the forum tool on the digital platform.

AF5: Presentation of Work: oral, public exhibition of student work. Occasionally these may be held via the digital platform.

AF6: Case studies: analysis of practical cases based on real experiences, dealing with questions related to several of the thematic modules. In order to facilitate study and analysis, these may use different tools from the digital platform.

AF9: Individual Study: prior or posterior study of the corresponding topic, according to the proposed plan of study, in order to take better advantage of the in-class explanations. Review of class notes and of class topics, with study of the bibliography as well as reflections on texts proposed by the instructor, with the possible addition of texts suggested by the student. Includes readings from the recommended bibliography as well as complementary readings at the students’ discretion.

AF10: Preparation of Projects: Preparation of architectural projects, drawings, models, brief texts, analysis and critiques of texts read in class, as well the development of essays on a topic proposed by the professor and chosen by the student, with the supervision of a professor, in relation to the material developed in class, and the study of assigned texts, with the aim of integrating theoretical knowledge with reality. Includes research.

<table>
<thead>
<tr>
<th>Teaching methodology</th>
<th>Weighting</th>
<th>Estimated time a student should dedicate to prepare for and participate in</th>
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<tbody>
<tr>
<td>Lectures</td>
<td>4.67 %</td>
<td>7 hours</td>
</tr>
<tr>
<td>Discussions</td>
<td>6.67 %</td>
<td>10 hours</td>
</tr>
<tr>
<td>Exercises</td>
<td>23.33 %</td>
<td>35 hours</td>
</tr>
<tr>
<td>Group work</td>
<td>5.33 %</td>
<td>8 hours</td>
</tr>
<tr>
<td>Other individual studying</td>
<td>60.0 %</td>
<td>90 hours</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100.0 %</td>
<td>150 hours</td>
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PROGRAM

SESSIONS 1 - 3 (LIVE IN-PERSON)
SESSIONS 4 - 6 (LIVE IN-PERSON)
Presentation: Advanced Perspective
Projected one-point perspective using plan and elevation.

SESSIONS 7 - 9 (LIVE IN-PERSON)
Introduce Mid-Term
Presentation: Site plans
Introduction to topography, projected shadows, rendering contextual detail

SESSIONS 10 - 12 (LIVE IN-PERSON)
Introduce Mid-Term part II
Presentation: Site Elevation
Blended drawings, context in elevation and diagramming

SESSIONS 13 - 15 (LIVE IN-PERSON)
Introduction to Digital color
Presentation: Additive color, and intro to photoshop

SESSIONS 16 - 18 (LIVE IN-PERSON)
In class workday dedicated to giving feedback on student work before midterm reviews

SESSIONS 19 - 21 (LIVE IN-PERSON)
Midterm review

SESSIONS 22 - 24 (LIVE IN-PERSON)
Presentation: Blended cad/hand drawing (Urban site section) Part I

SESSIONS 25 - 27 (LIVE IN-PERSON)
Presentation: Blended cad/hand drawing (Urban site section) Part II

SESSIONS 28 - 30 (LIVE IN-PERSON)
Presentation: Multimedia collage, mixed media
Introduction to Final project

SESSIONS 31 - 33 (LIVE IN-PERSON)
Presentation: Photoshop renders, layout, scaling figures in projections and perspective and image correction

SESSION 34 (LIVE IN-PERSON)
Presentation boards, narrative sequence, composition and portfolio

SESSIONS 35 - 37 (LIVE IN-PERSON)
In class work day dedicated to giving individual feedback to students

SESSIONS 38 - 40 (LIVE IN-PERSON)
Final Reviews

BIBLIOGRAPHY
Compulsory

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.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Percentage</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Work</td>
<td>90 %</td>
<td>Correct graphical and conceptual execution of the submitted assignments</td>
</tr>
<tr>
<td>Class Participation</td>
<td>10 %</td>
<td>Active participation during class and programmed activities</td>
</tr>
</tbody>
</table>

First Evaluation Session
In order to pass the course during 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 design assignments, both the short term and long term ones.

Short-term assignments are to be developed during the class sessions in the classroom, and must be handed in at the end of the sessions, when asked. Therefore, the attendance to all the sessions is a must in order for the assignments to be submitted and accepted. The non-attendance will result in related assignments being given a score of 0.0.

05th October 2022
Long-term assignments are to be developed by the student over the class of multiple sessions, in class and finished at home. These assignments will be presented in public and subject to critique. The timely submission all assignments is mandatory. Late submission will result in the dismissal of the given assignments as evaluation materials, resulting in an assignment score of 0.0. Any student who does not attend the final or the midterm will fail the course.

In order to give the students an insight on their level of fulfillment of the course requirements, a provisional score may be assigned individually by the instructor upon submission of each course assignment. This score will be used only for orientation purposes, and will not necessarily be related with the final semester score.

**Attendance:**
According to the current attendance policy of IE University, class attendance is mandatory: students must attend at least 70% of all class sessions. Students who do not meet this minimum percentage will automatically fail both 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.

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.

Because of this, 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.

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 70%, which is set by the general regulations of IE University, under same conditions as in the first enrollment.

PROFESSOR BIO

05th October 2022
Professor: **MAXON HIGBEE**  
E-mail: mhigbee@faculty.ie.edu

**MAXON HIGBEE**

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](http://www.maxonhigbee.com)  
E-mail: mhigbee@faculty.ie.edu

**OTHER INFORMATION**

**CODE OF CONDUCT IN CLASS**

**Be on time:** Students arriving more than 5 minutes late will be marked as “Absent”.

Only students that notify in advance in writing that they will be late for a specific session may be granted an exception (at the discretion of the professor).

If applicable, bring your name card and strictly follow the seating chart. It helps faculty members and fellow students learn your names.

**Do not leave the room during the lecture:** Students are not allowed to leave the room during lectures. If a student leaves the room during lectures, he/she will not be allowed to re-enter and, therefore, will be marked as “Absent”.

Only students that notify that they have a special reason to leave the session early will be granted an exception (at the discretion of the professor).

**Do not engage in side conversation.** As a sign of respect toward the person presenting the lecture (the teacher as well as fellow students), side conversations are not allowed. If you have a question, raise your hand and ask it. If you do not want to ask it during the lecture, feel free to approach your teacher after class.

If a student is disrupting the flow of the lecture, he/she will be asked to leave the classroom and, consequently, will be marked as “Absent”.

Use your laptop for course-related purposes only. The use of laptops during lectures must be authorized by the professor. The use of Social Media or accessing any type of content not related to the lecture is penalized. The student will be asked to leave the room and, consequently, will be marked as “Absent”.

**No cellular phones:** IE University implements a “Phone-free Classroom” policy and, therefore, the use of phones, tablets, etc. is forbidden inside the classroom. Failing to abide by this rule entails expulsion from the room and will be counted as one absence.
Escalation policy: 1/3/5. Items 4, 5, and 6 above entail expulsion from the classroom and the consequent marking of the student as “Absent.” IE University implements an “escalation policy”: The first time a student is asked to leave the room for disciplinary reasons (as per items 4, 5, and 6 above), the student will incur one absence, the second time it will count as three absences, and from the third time onward, any expulsion from the classroom due to disciplinary issues will entail 5 absences.