FACULTY OF
ARCHITECTURE
İTÜ

VC1
SECTION 5

MIM-SBP-PEM

tes112e

VISUAL COMMUNICATION I:
VISUALIZATION & TECHNICAL DRAWING

Section 5

2022-2023 fall
Friday 08:30-12:30

Assoc. Prof. Dr. H. Serdar KAYA
Dr. Hakan Tüzün ŞENGÜN

· Res.Assist. Uğur ŞEN
· Res.Assist. Şebnem ÇEBİ
· Res.Assist. Gizem ALUÇLU ARMUTÇU

FOUNDATION
STUDIO
2023-2024 fall

İTÜ
FACULTY OF
ARCHITECTURE

VC1
SECTION 5

Syllabus

VISUAL COMMUNICATION I: VISUALIZATION AND TECHNICAL DRAWING

COURSE OBJECTIVE and DESCRIPTION

TES112E Visual Communication 1 course aims to increase the interaction and coordination between the mind and hand. It will be the vital tool to develop and improve your design ideas. Communicating is via sketches, perspectives, use of images, renderings, texts; communicating will work for two partners: allows you to see; and for other people to whom you want to describe your ideas.

The studio will concentrate on introducing you to the media and give you critical experience on how to use it effectively: you will sketch to externalize ideas, draw to map and represent, and then produce and re-produce these productions into eloquent graphics. This semester will provide a solid, heart-felt, and hand-felt foundation of various techniques and approaches to both visualization and representation, of ideas, processes, and relationships. Hence, the course forms a basis for your future development as a planner and designer.

Besides visualization and communication of ideas, two major issues to be covered are “graphics” and “technical drawing”. You will be introduced to the fundamental concepts of graphics – the issues related to the performance of the various elements of a visual or artboard. Technical Drawing on the other hand will allow you to develop your skills in 3D thinking, handling an object in its physicality and in Cartesian space, and effectively mapping formal properties. This will be a fundamental basis for you to understand and communicating – in an architectural manner – various archetypal forms in context and in scale.

COURSE CONTENT

In this course, starting from basic elements of design which are Line, form, color, texture, shade, basic and complex geometries various graphical and technical representation techniques will be executed. As this course is a foundation course which aims to improve visualization and technical drawing skills, it is expected from students to draw sketches through the semester in addition to the weekly studio works.

Dimensions and scale, isometric and artistic perspective, visualization, basic graphical elements; composition, collage are subjects of this semester. Added to the principles and techniques of Projection, Sections Elevations, Markers and Symbols, Drawing of Structural Elements by hand and representation techniques will be introduced. This course includes several studio exercises and 10 studies to submit and builds a relation with the project studio work. The assessment of each studio exercises is executed separately.

COURSE LEARNING OUTCOMES

Students who complete the course satisfactorily will be able to:

1) Understand the basic elements of design, theories and systems of color,

2) Use colored, fast drawing techniques; prepare effective presentations,

3) Express ideas, scenarios, concepts graphically,
4) Use 2D and 3D rendering technologies and tool,
5) Create freehand sketching and lettering,
6) Learn the concept of scale, give dimensions on the drawings,
7) Learn the principles of projection, sketch the orthographic views of structural and contextual elements.
8) Apply necessary markings and symbols on drawings.

WEEKLY SCHEDULE

W	Date	STUDY	CRN Section CRN (S) Tutor CRN (T)	Course learning outcomes
1	6-Oct-23	Introduction Texture/color/shade in orthographic projection workshop	08:30-10:00 (S) 10:15-12:30 (T)	3,4,7
2	13-Oct-23	Collage	08:30-10:00 (S) 10:15-12:30 (T)	4,5,7,8
3	20-Oct-23	Orthographic projection Human in orthographic projection	08:30-10:00 (S) 10:15-12:30 (T)	4,5,6,7
4	27-Oct-23	Orthographic projection Plan-elevation of the Personal space	08:30-10:00 (S) 10:15-12:30 (T)	4,6,7,8
5	3-Nov-23	Orthographic projection Section of a personal space	08:30-10:00 (S) 10:15-12:30 (T)	4,6,7,8
6	10-Nov-23	Atatürk Commemoration		
7	17-Nov-23	Orthographic projection Section of a personal space	08:30-10:00 (S) 10:15-12:30 (T)	4,6,7,8
8	24-Nov-23	Definition of geometries **Midterm Submission 1**	08:30-10:00 (S) 10:15-12:30 (T)	3
9	1-Dec-23	Axonometric perspective of 3D surface	08:30-10:00 (S) 10:15-12:30 (T)	1,2,4,5
10	8-Dec-23	Axonometric perspective	08:30-10:00 (S) 10:15-12:30 (T)	3,4,5,7
11	15-Dec-23	Infographics design Diagram	08:30-10:00 (S) 10:15-12:30 (T)	3,4,7,8
12	22-Dec-23	Infographics design Digital tools **Midterm submission 2**	08:30-10:00 (S) 10:15-12:30 (T)	3,4,7,8
13	29-Dec-23	Hybrid experiments	08:30-10:00 (S) 10:15-12:30 (T)	1-8
14	5-Jan-24	**Sketch workshop**	Section CRN	3

COURSE CONDUCT and SUBMISSIONS

STUDIO HOURS and USE

The course will be held **in class** during the hours announced in the weekly program [Friday, 08.30–12.30]. Course instructors and students will meet in the allocated studio(s) unless specified otherwise by the course instructors. Each student will have a designated work area during the

course hours. General assemblies or presentations related to the course may be held in the studio using a virtual platform or in one of the conference rooms in Taşkışla.

It is of utmost importance that students keep their working areas clean while in the studio and speckless at the end of the course. **The studio space will be used by another class after ours so it is both courteous and safe to evacuate on time (no later than 12.30) with all belongings and trash.**

Please know and comply with TES Studio Principles.
(https://tes.mim.itu.edu.tr/studio-principles/)

Submission date and time interval will be announced for all studies. Making submission on time is compulsory. Especially for the final submission, late submissions will not be accepted **(even few minutes delay will not allowed)!** The official final submission interface for TES courses is hand in submission of hard copies and scanned digital versions for submission via ninova.itu.edu.tr.

CLASS HOURS and ATTENDANCE

ATTENDANCE

It is important that students attend all the sessions. This means being on time and actively participating in the activities held during the course hours under the direction of the studio instructors. There will be a variety of interactive formats so timeliness is essential for efficient planning and individuals' maximum benefit from peers and instructors. **A minimum of 80% attendance is mandatory for a passing grade in studio courses according to ITU Undergraduate Education Regulation Article 23 (Amended: RG-17/6/2021-31514). Please note that the designated 20% is reserved for sickness (including health reports) and other unforeseen circumstances.**

COURSE TECHNOLOGY

All studies have to be submitted physically. Digital platforms will be used during and outside of class hours to communicate, conduct research, and share work. **Ninova (Section's common CRN)** will be used for announcements, access to live or recorded Zoom sessions, and digital submissions. Additionally, instructors may designate other platforms for announcements and sharing work. We also plan to use supporting platforms such as Google Drive, and Google Jamboard to share work within the class community and collaborate. It is highly advised that each **student has a laptop computer with the necessary equipment/hardware**. Students are advised to use a computer with access to WiFi, a camera, basic word and picture editing software, and sound features.

MATERIALS AND MEDIA

Most of the works is expected to be produced by hand, on paper, using the specific media and standards given on the weekly exercise brief. Then each works has to be transferred to digital format via scanning or photographing to upload to ninova weekly.

DISCUSSIONS

Student works are commonly put under the spotlight for discussion. These discussions serve the purpose of articulating the assessment criteria and conveying suggestions for students to develop their work. In these open

discussions, students are expected to develop critical perspectives and proactively voice them in the course.

EXHIBITIONS

A selection of student projects will be exhibited both during and at the end of the semester on suitable platforms.

ANNOUNCEMENTS

All announcements will be made on the **Ninova** class interface. Briefs of upcoming weeks' topics and exercises will be given out by section tutors at the end of the class in each week. These briefs will explain details and expectations for the following weeks exercise, the related home works, various readings and that are expected to be reviewed by the students before coming to class next week. The brief will also entail information on the necessary preparations and material for the upcoming week.
The course will focus on studio works that are designed to progress in a sequential order. Every week will build on the previous, both in terms of ability and techniques, as well as study material: the students output of the preceding weeks studio and home work will form the basis for the following weeks studio exercise.

EVALUATION

The requirement for active participation in the course is 80%. This includes **both** physically attending classes and regularly completing the in-term assignments/projects throughout the semester. Students who do not meet these conditions will get VF grade and not be able to make a final submission at the end of the semester.

Visual Communication-I Grade Assessment	Contribution
Submissions during the term (Midterm grade)	%60
Final Submission (Final dossier grade)	%40

ATTENDANCE

Minimum 80% attendance is required

RECOMMENDED READINGS

1. Zell, M., The Architectural Drawing Course - Understand the principles and master the practices, Thames & Hudson, 2008, London.
2. Ching, F.D.K., Design Drawing, John Wiley & Sons, 1997.
3. Fraser, I., Henmi, R., Envisioning Architecture: An Analysis of Drawing, John Wiley & Sons, 1994.
4. Gruzdys, S., Drawing: The Creative Link, Architectural Record, vol. 190, no.1, pp.64-67, January 2002.
5. Cook, P., Drawing: The Motive Force of Architecture, Architectural Design Primer, John Wiley & Sons, 2014.
6. Allen, S., Practice - Architecture, Technique and Representation: Revised and Expanded Edition 2nd Edition, Routledge, 2009.
7. Lasseau, P., Freehand Sketching: An Introduction, W.W. Norton and Co., New York, 2004.
8. Ching, F.D.K., Architectural Graphics, Architectural Press, 1984.
9. Davis, D.A., Walker, T.D., Plan Graphics, Wiley, 2000.
10. Şahinler, O., Kızıl, F., Mimarlık'ta Teknik Resim, YEM, 2004
11. Architectural Graphic Standards,10th ed., John Wiley & Sons, 2007.
12. Giesecke, F.E., et.al.,Engineering Graphics, MacMillan Publ, 2004.
13. Earle, J.H., Engineering Design Graphics, Addison-Wesley Publ., 1994.
14. Bertoline, G.R., et.al. Technical Graphics Communication, McGraw-Hill, 2003
15. Henry, Kevin. Drawing for product designers. Laurence King, 2012.
16. Eissen, K., and R. Steur. "Sketching: the basics Amsterdam." 2011.
17. Krisztian, G.,Schlempp-Ülker,N., Visualizing ideas: from scribbles to storyboards, Thames & Hudson, London, 2006.
18. Ching, F.D.K., Interior Design Illustrated, John Wiley & Sons, 2012.
19. Spankie, R., İç Mimarlıkta: İç Mekan Çizimi ve Sunumu, Literatür Yayıncılık, İstanbul, 2012.
20. Gagg, R., İç Mimarlıkta; Doku + Malzeme, , Literatür Yayıncılık, İstanbul, 2013.
21. Tangaz, T., Interior Design Course: Principles, Practices, and Techniques for the Aspiring Designer, Barron's Educational Series, 2006.