ARCH 4/524

Advanced Media for Design Development

Harper Bates
University of Oregon
Portland Center
Spring 09

Tuesday 6 – 9pm

DESCRIPTION
This course is a practical exploration of digital media techniques used as a platform for the investigation into methods of concept creation as defined by graphic images. The computer will be utilized as a design tool for the representation and analysis of design AND the production of data for its actualization.

Specifically, the generation of a simple orthogonal drawing into a 3D model will be used to generate 2D study renderings. Printed, presented and critiqued, new design ideas will be realized, the 3D model will be updated and thus launch the flow of this course as a generator of infinite images from constantly changing designs.

Students will be asked to explore the reaches of their potential through the development of a media style of their choice. To facilitate this, weekly lectures will incorporate guests from the Portland graphic design community to showcase insight and techniques on a variety of topics. The course will progress gradually through the phases of creation leading to an ultimate deadline: your design studio final presentation.

ORGANIZATION + REQUIREMENTS
The course will operate via the utilization of a hybrid lecture/lab format as formalized weekly lectures. Along with regular attendance and the completion of biweekly assignments students will be responsible for the delivery of a final submission. Individual work from each students design studio will be the focus of all assignments.

SOFTWARE
As multiple software packages could be employed, the class will use a variety of applications to illustrate methods and techniques used in the creation of graphic images. Software that will be covered during lectures will include: AutoCAD, Vectorworks, SketchUp, FormZ, 3dMAX, and Adobe Photoshop/Illustrator/InDesign.

It is important to realize that the class is more about the concept of creating media than it is about the specifics of the software utilized. Students will be expected to already have basic CAD and 3D modeling skills.