Advanced Design Communication: Innovating the Practical, Systematic Affects

Course, Time, Location: ARCH 222, Spring 2013; T + TH, 10:00-11:50am; LA 115, studios + lab sessions
Instructor: Philip Speranza, speranza@uoregon.edu

"It looks that we are now entering a third, more mature phase in our relationship to digital technology. Thanks in part to a new generation of architects who have been educated entirely within the digital regime, and on the other hand to the first generation of digitally trained architects who have continued to evolve their thinking, the computer is beginning to have a practical impact, beyond the formal or the metaphorical." - Stan Allen, If…then… Architectural Speculations

Design communication pervades the way design approaches today may be seen as systematic frameworks for participation that evolve through understandings of context through phenomenology from the bottom-up. This course will investigate design communication methods in parallel with architectural studio projects in three approaches: qualitative diagramming; analog parametrics; and digital parametrics, as a way to explore the human experience of each student’s design intent. Students will bridge analog and digital media to create systems approaches that are calibrated to existing and proposed conditions. This method of systems thinking allows students to use digital media to apply existing data performative and subjective in nature not as singularities but as systems. The course will introduce theoretical ideas in a lecture format and provide opportunities for one-to-one workshop learning in a studio setting applied to studio design projects.

Software Requirements: Windows and Adobe Creative Suite Basic (Photoshop, Illustrator and In-Design).
* The department will provide lab license access to Rhino 4.0 and VRay for Rhino.
Hardware Requirements: please see http://aaa.uoregon.edu/computing/purchasing/student#architecture, PC or Mac.
Additional Hardware Strong Recommendations: minimum 4-8+ GB RAM, an external monitor, a mouse, an Ethernet cable (some studio will and will not be hard wired). Virtualization software such VMware or Parallels is optional.