USC School of Architecture
ARCH-420 Visual Communication and Graphic Expression: New Forms and Concepts
Spring 2019
Faculty: Gary Paige [paigegary@gmail.com]
Units: 3 Units
Time: Wednesday, 9:00a - 11:50a
Room: WAH B7 (Clipper Lab)

Instant urbanism and "instant communication".

**CATALOG DESCRIPTION**
An exploration of contemporary media and visual communication and graphic expression techniques, to expand and augment the design inquiry and representation process; for architects, landscape architects and other creative misfits. Prerequisite: ARCH 302L or permission of the instructor.

**INTRODUCTION**
In the past two decades architecture has undergone a paradigm shift that influences the way we think about and approach issues of communication, representation, and production. Clearly, the new breed of computational tools and digital modeling programs offer students and practitioners’ alike opportunities for experimentation with new graphic forms and visual concepts. In a global networked culture that often places emphasis on “instant communication”—texting, tweeting, email, LED billboards, urban screens, Skype, WeChat, YouTube, etc., the IMAGE or SOUNDBITE has acquired a newfound significance as the de facto means of communication that’s unparalleled. Thus, a couple of questions emerge: What bearing does this paradigmatic change have on the practice of architecture—as a medium AND disciplinary project? And, (following McLuhan’s lead) how do these advances in technology shape our visual culture and impact the relationship between the medium and message? The aim of this course is twofold: to introduce the work of architects and artists that use novel
forms of representation as tools to communicate innovative ideas AND sensibilities; and, to develop proficiency in a range of contemporary media and techniques with the objective of developing a unique graphic language and voice.

FOUR PROJECTS
Pedagogically, the course employs an empirical approach to learning: knowledge and skill is acquired through direct participation and experience by working on a series of projects that involve contemporary media such as blogging, posters, postcards, comic books, zines or graphic novels and, smart phone movie shorts. The focus of our research will involve looking at a few of these forms for their creative potential, and then translating them into projects that materialize an architectural idea and sensibility... with an emphasis on sensibility. Of particular importance is producing work that not only delineates an interest or communicates an idea, but also is visually evocative, possessing a charged atmosphere or mood.

In addition to the experimental works of architects such as Archigram, Superstudio, Archizoom, Haus Rucker, Lebbeus Woods, Morphosis and others, the work of artists, filmmakers and graphic designers will also be examined and discussed and serve as tactical references for the development of your projects.

PROJECT SUMMARY
Project 01: Brand Identity
Lecture poster
Duration: 3 weeks

Project 02: Serial Narratives
Comic books, manga, graphic novels
Duration: 4-5 weeks

Project 4: Smart Phone Movie Short
Smart Phone Movie Short (YouTube, Vimeo)
Duration: 3 weeks

GRADING
25% Project 1.0
25% Project 2.0
25% Project 3.0
20% Class Attendance and Participation
5% Project Portfolio

ATTENDANCE
Attendance at all classes is mandatory. Excused absences must be documented with the course instructor. Students with unexcused absences will see a significant impact on their grade.

TEXTS: RECOMMENDED


iPad download (for free): http://www.uniteditions.com/shop/wim-crouwel-digital-catalogue


**SELECTED REFERENCE MATERIAL**


**Designer Websites**

David Carson
http://www.davidcarsondesign.com/

http://www.ted.com/talks/david_carson_on_design.html

Karel Martens
http://vimeo.com/31486228

Bruce Mau Design
http://www.bruicemaudesign.com/

2 x 4
http://2x4.org/

Experimental Jetset
http://www.experimentaljetset.nl/

Michael C. Place / BUILD
http://wearebuild.com/

Ed Fella
http://www.edfella.com/

Lars Muller

**SCHEDULE**

**Week 01**
Wed., Jan. 09  
Course intro; Project 01 assigned

**Week 02**
Wed. Jan. 16  
Project 01 Draft 02 due; pin up, working critique and lab
Week 03  
Wed., Jan. 23  
Project 01 Draft 03 due; pin up, working critique and lab

Week 04  
Wed., Jan. 30  
**Project 01 Final draft due;** mount exhibition; Project 02 assigned

Week 05  
Wed., Feb. 06  
Project 2 Draft 1 due; pin up, working critique and lab

Week 06  
Wed., Feb. 13  
Project 2 Draft 2 due; pin up, working critique and lab

Week 07  
Wed., Feb. 20  
Project 2 Draft 3 due; pin up, working critique and lab

Week 08  
Wed., Feb. 27  
**Project 2 Final draft due;** mount exhibition; Project 3 assigned

Week 09  
Wed., Mar. 06  
Project 3 Draft 1 due; pin up, working critique and lab

Week 10  
Wed., Mar. 13  
**Spring Recess** [Class does not meet.]

Week 11  
Wed., Mar. 20  
Project 3 Draft 2 due; working critique and lab

Week 12  
Wed., Mar. 27  
**Project 3 Final draft due;** mount exhibition; Project 4 assigned

Week 13  
Wed., Apr. 03  
Project 4 Draft 1 due; pin up, working critique and lab

Week 14  
Wed., Apr. 10  
Project 4 Draft 2 due; pin up, working critique and lab

Week 15  
Wed., Apr. 17  
**Project 4 due;** Last day of class: screen movies; digital and printed project portfolios due.

Note: The schedule is subject to change and revision.

Course Notes  
Lecture slides and other class information will be posted on USC Blackboard.

Assignment Submission Policy  
All assignments will include criteria for grading and hand in procedures.

Additional Policies  
This class conforms to all standard School and University policies including definitions of and consequences of plagiarism, attendance, accommodation of special needs and observation of religious
holidays. Students with pre-existing special circumstances must inform faculty of any issues at the start of the semester so that the appropriate steps can be taken to accommodate those needs within the context of the course. (See below for some of the critical policies.)

**Attendance Requirement**
A maximum of one absence (excused or unexcused) is permitted, adhering to the University and School of Architecture policies for one day per week courses. After one absence, students will be issued a Letter of Unsatisfactory Progress stating the potential negative impact on their final course grade. Additional absences subsequent to the letter may require the student to consider the option of withdrawing from the course to avoid the possibility of obtaining a failing grade. At a minimum any students missing a class session will be required to make up the missed session by fulfilling an assignment provided by the faculty consistent with the content and intentions of the course. Students need to inform the faculty of any anticipated absence as soon as it is determined that the student will not be able to attend and explain in writing the nature of the conflict that prevented full participation in the class. Students that are late for class or absent for a part of the class period are liable for a reduced grade or failing grade depending on the extent of the absence and its impact on performance in the class.

The university recognizes the diversity of our community and the potential for conflicts involving academic activities and personal religious observation. The university provides a guide to such observances for reference and suggests that any concerns about attendance or inability to participate fully in course activity be discussed with your instructor at the beginning of the term.

**Statement for Students with Disabilities**
Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to the coordinator(s) as early in the semester as possible. DSP is located in STU 301 and is open 8:30AM-5PM, Monday through Friday. The phone number for DSP is (213) 740-0776.

**STATEMENT ON ACADEMIC CONDUCT AND SUPPORT SYSTEMS**

**Academic Conduct**
Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Section 11, Behavior Violating University Standards https://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions/. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, http://policy.usc.edu/scientific-misconduct/.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the Office of Equity and Diversity http://equity.usc.edu/ or to the Department of Public Safety http://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us. This is important for the safety whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report, or can initiate the report on behalf of another person. The Center for Women and Men http://www.usc.edu/student-affairs/cwm/ provides 24/7 confidential support, and the sexual sarc@usc.edu describes reporting options and other resources.

**Support Systems**
A number of USC's schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the American Language Institute http://dornsife.usc.edu/ali, which sponsors courses and workshops specifically for international graduate students. The Office of Disability Services and Programs http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html provides
certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, USC Emergency Information http://emergency.usc.edu/will provide safety and other updates, including ways in which instruction will be continued by means of Blackboard, teleconferencing, and other technology.