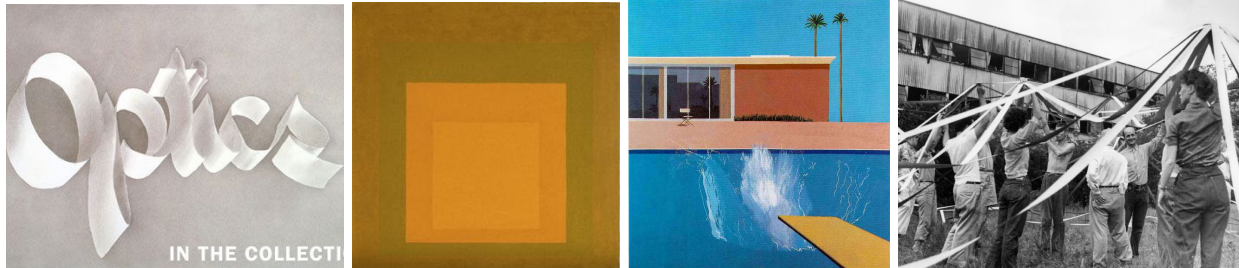


USC ARCH105: Fundamentals of Design Communication

University of Southern California, School of Architecture
Fall 2019 / 2 Units / Lab: Tuesdays 2-6, Class: Fridays 2-6

Instructors: Erin Cuevas, Wesley Hiatt, Erin Kasimow (coordinator), Juan Salazar, Melissa Shin, Jennifer Siegal, Sandy Yum

THE EXPANDED ARCHITECTURAL PALETTE: SKILLS, TOOLS, AND CONCEPTS



INTRODUCTION

Representation and visual communication is central to any design education. In concert with 102A this course will provide students opportunities to further expand their definitions of what constitutes an architectural drawing by encouraging liberal experimentation and diverse methods of working. Drawing upon the legacies of influential design and art institutions like the Bauhaus and Black Mountain College emphasis will be on design fundamentals and the interdisciplinary nature of design education. Content for projects may not draw directly or solely from the architectural discipline and will challenge preconceived assumptions through the exchange of mediums. Principles and techniques introduced in basic design courses -- figure-ground, composition, color, will be explored for their architectural significance. Each project will build a foundational palette of modern and contemporary cultural and art movement references that the students can return to over the course of their educations.

As in 102 we will draw inspiration for our visual experiments from Los Angeles itself and cultural legacy of its creative movements in art, architecture, film, literature etc. The semester-long seminar will be comprised of four project-based assignments each presented with an accompanying lecture that will examine the assignment's theme, concepts, and precedents. Lab times will focus on specific technique instruction.

ASSIGNMENTS

Requirements for seminar projects will be distributed in written briefs and explained through class presentations. Full completion of all assigned work is critical to success in this course. Assignments that do not reflect adequate progress or completion will not be discussed during desk crits, pin-ups, and reviews.

LECTURES

Lectures will be held in Watt 1 on designated Fridays throughout the semester to introduce projects and present thematic lectures and assignment techniques. Attendance is mandatory and will be taken at the lectures. Each student is required to take notes during lectures in his or her sketchbook for later reference.

READINGS

A few short readings will be assigned throughout the semester to provide important insight, historical background, and theoretical frameworks for topics addressed this semester. Individual studio discussions will occur as stipulated in the Course Schedule. Additionally suggested readings will be provided for added context and deeper education into project related topics.

RESEARCH + ANALYSIS

Precedent studies may be paired with studio assignments and projects throughout the semester. Each student is expected to use the library on a regular basis to investigate ideas and projects relevant to course content.

DESK CRITS + PIN-UPS

Individual desk crits and group pinups with the studio instructor will occur regularly throughout the semester. The success and quality of these one-on-one dialogues is contingent upon the student's preparation and timely production. Students who are not properly prepared or prepared at the beginning of class will be graded accordingly.

REVIEWS

Project reviews will be held regularly throughout the semester and are indicated in the Course Schedule. These group discussions are designed to provide students with varied perspectives and insights from fellow instructors. In addition, these discussions provide valuable insight into the work of your colleagues. Full attendance and participation is required and expected for all reviews, and is a factor in each student's final evaluation under the heading "Efforts and Improvement" listed below.

FINAL EXHIBITION

The seminar will culminate with a final exhibition, an opportunity for students to revisit and revise any projects from earlier in the semester and consider how they should be presented and displayed to convey their strongest attributes. More information for requirements will be distributed in class prior to exhibition dates.

STUDIO CULTURE

We expect that all students take advantage of the studio workspace and the collective knowledge of their fellow students and work in Studio rather than alone at home. The studio culture that develops within an all-participating group is beneficial and one of the most unique aspects of architecture school. Studies have proven that a studio that works together prospers together.

EVALUATION AND GRADING

Each studio instructor will monitor and evaluate the progress and performance of their students throughout the semester. The criteria for evaluation and grading will be outlined in each assignment handout and evaluation form. A faculty-student mid-term conference may be held with students to provide an overview of their progress and to evaluate the quality of the work. Upon completion of the semester, all second-year instructors will review together the final performance and evaluation of each student to assure evaluation standards are consistent throughout the class-at-large. Students should consult the University policies for the Incomplete (IN) grade and should be keenly aware of the semester schedule for key withdrawal dates as established by the University. The final semester grade will be determined by the following requirements and their respective percentages:

Project One	10%
Project Two	20%
Project Three	30%

Project Four	30%
Readings /Participation/Final Portfolio	10%
Total	100%

Assignments that do not reflect adequate progress or completion will not be discussed during desk crits, pinups and reviews.

ATTENDANCE

Attending classes is a basic responsibility of every USC student who is enrolled in courses at the School of Architecture. In studio courses, the central learning experience is through direct contact between the student and the faculty which advances a student's understanding of architecture through shared exploration. As most all of our enrolled students are completing accredited professional degree programs, regular and punctual class attendance is considered an essential part of satisfying both the NAAB and LAAB accreditation requirements.

As our curriculum is composed of a variety of learning environments, it is important that each instructor has authority over the precise terms of their own attendance policy as outlined in each course syllabus. The following points are to be considered the School of Architecture's collective policy to be referenced in all syllabi, or unless otherwise outlined with individual faculty variation within a particular course syllabus:

The School of Architecture's attendance policy is to allow a student to miss the equivalent of one week of class sessions (three classes if the course meets three times/week, etc) without directly affecting the student's grade and ability to complete the course. If additional absences are required for a personal illness/family emergency, pre-approved academic reason/religious observance, the situation should be discussed and evaluated with the faculty member and appropriate Chair on a case-by-case basis. For each absence over that allowed number, the student's letter grade can be lowered up to one full letter grade.

Any student not in class within the first 10 minutes is considered tardy, and any student absent (in any form including sleep, technological distraction, or by leaving mid class for a long bathroom/water break) for more than 1/3 of the class time can be considered fully absent. If arriving late, a student must be respectful of a class in session and do everything possible to minimize the disruption caused by a late arrival. It is always the student's responsibility to seek means (if possible) to make up work missed due to absences, not the instructor's, although such recourse is not always an option due to the nature of the material covered.

A mid-term or final review is to be treated the same as a final exam as outlined and expected by the University. Students must understand that days allocated for their studio final in the syllabus are considered an examination period. If they are absent or tardy on any review day and miss their opportunity to present, this is considered equal to missing a final exam.

NAAB ACCREDITATION

The USC School of Architecture's five year BARCH degree and the two year M.ARCH degree are accredited professional architectural degree programs. All students can access and review the NAAB Conditions of Accreditation (including the Student Performance Criteria) on the NAAB Website, http://www.naab.org/accreditation/2004_Conditions.aspx. The abbreviated NAAB SBC Criteria for this course is:

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 assault resource center webpage 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/academicssupport/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.

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COURSE SCHEDULE:

Schedule subject to revision. Updates will be included in assignment handouts as necessary.

Week 1: T	8/27	NO 105 LAB - 102A CAD session
F	8/30	Course Introduction Lecture: Figure/Ground Intro Assignment 1 - Figure-Ground
Week 2: T	9/03	Lab - Assignment 1
F	9/06	Pin-Up/Studio Session - Assignment 1
Week 3: T	9/10	Lab - Assignment 1/Davis Residence Section Review
F	9/13	Due: Assignment 1, Review Lecture: Motion + Composition Intro Assignment 2
Week 4: T	9/17	Lab - Assignment 2
F	9/20	Studio Session - Assignment 2
Week 5: T	9/24	Lab - Assignment 2 Revisions
F	9/27	Field Trip : Getty Museum Assignment 2 -- Bring Plot Draft to Field Trip
Week 6: T	10/01	Lab - Assignment 2 Revisions/102A Midterm Redlines
F	10/04	Due: Assignment 2 + Review Lecture: Object In Space Intro Assignment 3
Week 7: T	10/08	Lab - Assignment 3 - Part I - Text Lay- Out
Th	10/10	105 Rescheduled with 102A Pin-Up - Assignment 3 Part 1/Studio Session Part II Lecture: Color
F	10/11	Field Trip: 102A Eames House
Week 8: T	10/16	Lab - Assignment 3 - Part I + II
F	10/18	Fall Recess -- NO CLASS
Week 9: T	10/22	Lab - Assignment 3 - Part III

	F	10/25	Pin - Up Assignment 3 - Part III, Begin Part IV
Week 10:	T	10/29	Lab - Assignment 3 - Part IV
	F	11/01	Due: Assignment 3, Review Lecture: Installation Intro Assignment 4
Week 11:	T	11/05	Lab - Assignment 4
	F	11/08	Group Desk Crits
Week 12:	T	11/12	Lab - Assignment 4 - Site Survey
	F	11/15	Meet + Plan Installation with instructors, Work Session - Site/Material Tests
Week 13:	T	11/19	Lab - Assignment 4 - Group Tape Installation
	F	11/22	Due: Assignment 4 Document + Group Review
Week 14:	T	11/26	Lab - Final Model Turn-In 102A
	F	11/29	Thanksgiving Recess - NO CLASS
Week 15:	T	12/03	Lab - Final Drawing Board Collection 102A
	F	12/06	Portfolio Presentation/Last Day of Class