ENDS 115: DESIGN COMMUNICATION FOUNDATION
Fall 2013

Credit Hours: 3
Location: ARCC 204CC
Time: WF 1:50-3:50 PM

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A. CATALOG DESCRIPTION
Introduction to and practice of tools, methods, techniques available for graphic communication; graphic communication and the design process; observation and other forms of free-hand drawing and drawing systems that develop representational and descriptive capabilities.

B. LEARNING OBJECTIVES
(1) Critical Thinking
- Learn how to initiate creative thinking by exploring and transforming simple geometric forms.
- Use sketch, diagrams and other graphic tools to explore innovative ways of design.
- Investigate correlations between visual preference and graphic characteristics, and apply the findings to design.
- Use design graphics to synthesize architectural information, analyze relationships between different components, and evaluate the strengths and the weaknesses of a design work.

(2) Communication
- Learn freehand sketch skills to express design ideas.
- Use the universal drawing system to prepare documents to present innovative design products.
- Employ diagrams, symbols and other visual languages to analyze a design work.
- Select and deploy physical media in service of conceptual goals and communication needs.
- Present design works verbally during project reviews.
- Critique others' works orally during in-class exercise and reviews.
- Write project statements and descriptions to introduce innovative concepts and ideas for projects.

(3) Teamwork
- Develop graphic skills in study teams.
- Work as a team in projects and develop the ability to accommodate different ideas and design views.

(4) Social responsibility
- Learn cultural influences on the art of architecture.
- Understand how design work should be culturally appropriate to specific populations, in terms of color, pattern and form.
- Learn how to use universal visual graphics that are understandable by people speaking different languages.
- Learn the art of architecture is for everybody. It is designer’s civic responsibility to make architecture accessible and enjoyable by diverse groups of people.
- Develop the ability to use and switch between the metric and the imperial drawing systems.
- Use the universal drawing system that is widely adopted in the world to present design works.

C. PREREQUISITES: No.

D. REQUIRED READING
- Reading and online tutorial materials will be assigned during the class.

E. REQUIRED TOOLS AND MATERIALS

1. A 18” x 24” drawing pad
2. A letter size drawing pad/sketch book
3. T-square (36" minimum)
4. Triangle, plastic, 45 degree and 30/60 degrees, at least 8"
5. Circle template, plastic, up to 2"
6. Architect’s Scale
7. Kneaded and white erasers
8. Tracing paper 24” roll
9. Pencils and pencil sharpener
10. Pens
11. Colored pencils: Prismacolor Premier Set of 48 (dickblick.com) Item # 20508-3009
12. Clear acrylic sheet: 24” x 24”, 0.125” thick (dickblick.com) Item # 28945-1002
13. Dry-erase markers, one black and one red.
14. Soft pastels set of 24
15. Fixative
16. Other materials may be needed throughout the semester.

### F. COURSE SCHEDULE

| WEEK 1 | Aug 28 | Introduction and requirements of the course |
|        | Aug 30 | Lecture: The art of architecture |
| WEEK 2 | Sep 4  | Lecture: Form, lighting and shadow |
|        | Sep 6  | Lecture: Observing space: one-point perspective |
| WEEK 3 | Sep 11 | Exercise: One-point perspective |
|        | Sep 13 | Lecture: Observe and analyze space: two-point perspective |
| WEEK 4 | Sep 18 | Exercise: two-point perspective |
|        | Sep 20 | Lecture: Observe and analyze environment |
| WEEK 5 | Sep 25 | Exercise: Observe and analyze environment |
|        | Sep 27 | Lecture: Observe and analyze environment |
| WEEK 6 | Oct 2  | Lecture: Light and color |
|        | Oct 4  | Exercise: Light and color II |
| WEEK 7 | Oct 9  | Lecture: Cultural differences in design and graphics |
|        | Oct 11 | Exercise: Drawing with color |
| WEEK 8 | Oct 16 | Lecture: Architecture graphic basics |
|        | Oct 18 | Lecture: Introduction of portfolio |
|        |        | Lecture: Introduction of universal drawing systems |
|        |        | Lecture: Photography for portfolio |
| WEEK 9 | Oct 23 | Lecture: Introduction of paraline drawings |
|        | Oct 25 | Design Analysis Project work day |
| WEEK 10| Oct 30 | Design Analysis Project work day |
|        | Nov 1  | Lecture: Introduction of section |
| WEEK 11| Nov 6  | Lecture: One-point section perspective |
|        | Nov 8  | Exercise: One-point section perspective II |
| WEEK 12| Nov 13 | Lecture: Shadow and texture I |
|        | Nov 15 | Exercise: Shadow and texture II |
| WEEK 13| Nov 20 | Lecture: Paraline drawing and building analysis |
Nov 22  Lecture: Social responsibility in design and graphics

**WEEK 14** Nov 27  Design Analysis Project work day
Nov 29  Thanksgiving holiday
**WEEK 15** Dec 2  Project review

**G. ASSIGNMENT**
Assignments for this class include (1) in-class exercise and homework, (2) freehand sketches on letter size sketch book, (3) Design Analysis project and (4) portfolio.

**J. PERFORMANCE EVALUATION**
1. Students’ performance will be evaluated based on following components:
   - Homework/in-class exercise 50 points
   - Freehand sketches 10 points
   - Design Analysis (team project) 30 points
   - Portfolio 10 points
   **TOTAL:** 100 points

2. The grading method will be specified in project statements. The final semester grade will reflect all of the student’s work through the course of the semester and will use the following standards.
   - A: 90-100 points; B: 80-89 points; C: 70-79 points; D: 60-69 points; F: 0-59 points

3. Earning an “A” is not automatic, nor is it based upon turning in required work on time or working hard. These are expected of every student. To earn an “A”, the student must show an extraordinary devotion to the work and a willingness to push him/herself to a new level of comprehension.

4. The University views class attendance as the responsibility of an individual student. Attendance is essential to complete the course successfully. University rules related to excused and unexcused absences are located on-line at http://student-rules.tamu.edu/rule07.

   **TWO POINTS WILL BE DEDUCTED FROM THE FINAL GRADE FOR THE FIRST UNEXCUSED ABSENCE. ARRIVING 20 MINUTES LATE TO CLASS WILL BE COUNTED AS AN ABSENCE. MORE THAN TWO UNEXCUSED ABSENCES WILL LEAD TO FAILURE IN THIS CLASS.**

5. Project due dates will be provided in the project statements. Late work turned in within two days past the due day will receive a 10 point deduction in the project grade; late work turned in three to seven days past the due day will receive a 20 point deduction in the project grade. Late work eight or more days past the due date will not be accepted.
Students should contact the instructor if work is turned in late due to an absence that is excused under the University's attendance policy. In such cases the instructor will either provide the student an opportunity to make up any quiz, exam or other graded activities or provide a satisfactory alternative to be completed within 30 calendar days from the last day of the absence.

K. ESTIMATED COSTS: $250 for drawing materials

L. STUDENTS WITH SPECIAL NEEDS
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact Disability Services, in Cain Hall, Room B118, or call 845-1637. For additional information visit http://disability.amu.edu.

M. ACADEMIC INTEGRITY STATEMENT
AGGIE HONOR CODE
"An Aggie does not lie, cheat, or steal or tolerate those who do."
Upon accepting admission to Texas A&M University, a student immediately assumes a commitment to uphold the Honor Code, to accept responsibility for learning, and to follow the philosophy and rules of the Honor System. Students will be required to state their commitment on examinations, research papers, and other academic work. Ignorance of the rules does not exclude any member of the TAMU community from the requirements or the processes of the Honor System. For further information on the Aggie Honor Code, please refer to the Honor Council rules and procedures on the following website:
http://www.tamu.edu/aggiehonor.

N. CARE OF FACILITIES
The use of spray paint or other surface-altering materials is not permitted in the Langford Complex, except in designated zones. Students who violate this rule will be liable for the expenses associated with repairing damaged building finishes and surfaces. At the end of the semester, your area must be clean of all trash.

O. STUDIO CULTURE POLICY
All students, faculty, administration and staff of the Department of Architecture at Texas A&M University are dedicated to the principle that the Design Studio is the central component of an effective education in architecture. They are equally dedicated to the belief that students and faculty must lead balanced lives and use time wisely, including time outside the design studio, to gain from all aspects of a university education and world experiences. They also believe that design is the integration of many parts, that process is as important as product, and that the act of design and of professional practice is inherently interdisciplinary, requiring active and respectful collaboration with others.
The Operational Procedures are intended to provide a framework for the successful development of an effective Studio Culture, both as a part of the academic program and as a model for future professional practice.

OPERATIONAL PROCEDURES

Students and faculty in every design studio will embody the fundamental values of optimism, respect, sharing, engagement, and innovation. Every design studio will therefore encourage the rigorous exploration of ideas, diverse viewpoints, and the integration of all aspects of architecture (practical, theoretical, scientific, spiritual, and artistic), by providing a safe and supportive environment for thoughtful innovation. Every design studio will increase skills in professional communication, through drawing, modeling, writing and speaking.

Every design studio will, as part of the syllabus introduced at the start of each class, include a clear statement on time management, and recognition of the critical importance of academic and personal growth, inside and outside the studio environment. As such it will be expected that faculty members and students devote quality time to studio activities, while respecting the need to attend to the broad spectrum of the academic life. Every design studio will establish opportunities for timely and effective review of both process and products. Studio reviews will include student and faculty peer review. Where external reviewers are introduced, the design studio instructor will ensure that the visitors are aware of the Studio Culture Statement and recognize that the design critique is an integral part of the learning experience. The design studio will be recognized as place for open communication and movement, while respecting the needs of others, and of the facilities.