SYLLABUS

LAA 2379c   Design Communications 2   4 Credits   CIRCA Lab, ARC 116

Prerequisite: LAA 2374c – Design Communications I

Instructors:
Lauren Sosa, PhD student
Office Hours: By Appointment
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General
Advances the design communication strategies introduced in Design Communications I by further developing skills in digital visualization and communication techniques. Additionally, expanding their skill set to include advanced applications in to include landform and three-dimensional space and object modeling and to be introduced to digital fabrication and three-dimensional output.

Course Objectives
This course will advance students skills in:
•   Raster and vector-based digital imaging techniques
•   Spatial and three dimensional modeling
•   Dynamic *(interactive)* representation
•   Advanced presentation skills employing both hardcopy and digital output strategies

Grading
Student performance is evaluated on the basis of active engagement and participation in the activities of the course, evidence of skill development through exercises and projects and examinations of knowledge in the identified subject areas.

Detailed grading criteria for each offering of this course can be found in the course handout for the specific instructor and semester.

Grading will adhere to the University of Florida Grade Policy:

Letter Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E
Numeric Grade	93-100	90-92	87-89	83-86	80-82	77-79	73-76	70-72	67-69	63-66	60-62	0-59
Quality Points	4.0	3.67	3.33	3.0	2.67	2.33	2.0	1.67	1.33	1.0	0.67	0.0

For greater detail, see the Registrar's Grade Policy regulations at
http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html
According to Departmental Policy, Landscape Architecture majors must receive a C or better to move forward. Any grade lower than a C will require that the course be taken over again.

Submission of Student Work

All student work may be retained and used by the Department of Landscape Architecture. Digital Copies of student work for this course must be turned in at the completion of each assignment. No grades will be computed into the final course grade until digital submissions have been turned in as requested. Please follow the directions given by the instructor as to how they will be submitted (Sakai, CD, PDF, word file, etc.). However, all files must be named as follows:

course# name project student name. dwg/pdf/jpg/

Example: *3352PlantDesAssig10Smith*
              4ch 8ch   8ch   6ch

Use caps for separation
No spaces, hyphens, or underscoring

In cases of models and other 3-D work, digital JPG photographs should be submitted. Instructor may ask for a copy of the original file (.psd, .ai, .indd) to assess student's use of program-specific concepts and tools.

All digital and hard copy submissions are due before class starts and must include basic title block information such as student name, graphic scales, north arrow, captions and legends where applicable.

Class Attendance and Participation

Attendance is required. In the event that a student is unable to attend class due to extenuating circumstances such as illness, or emergencies, the student shall notify the instructor prior to the start of class. Three or more absences without notification could result in a full letter docking from final grade, or a failing grade for the course. Late arrival (more than 15 minutes) will count as a half absence.

Students are solely responsible for any missed materials or assignment information.

All decisions regarding approved or accepted requests for absence from the class shall be at the discretion of the instructor.

Due to the nature of the course, active and engaged participation is expected and contributes to the student's final grade in the course.

Policy for Make-Up Exams or Other Missed Work

Late submissions are strongly discouraged. All assignments are due as digital submission and hard copy before class starts (3:00pm) unless noted otherwise. A late submission (3:01 pm and after) for either the digital or hard copy counts as "past deadline" and could be docked up to one full letter grade for that day and each subsequent day the assignment is late.

If a student suffers undue hardship and is not able to meet a submission deadline, they may make a formal request for an extension to the course instructor prior to the deadline. The student must email the course instructor informing the instructor of the situation that warrants consideration for an exception (death in the family, serious illness documented as required by the University, etc.).

IMPORTANT: Accommodations will NOT be made for lost data.

Texts, Software, and Other Resources

Software:
- Adobe Photoshop, InDesign & Illustrator CS6 (Available at CIRCA Lab) or CSS (available for purchase through Adobe—student discounts available)
- Rhino 5 (available through UF Apps & CIRCA Lab)
- AutoCAD 2013 (or higher) (Free student license & available at CIRCA Lab

Course Content
All course content will be available through SAKAI, UF's online learning portal. Students may access this site at
https://lss.at.ufl.edu/ by logging in with their UF credentials. Under LAA2379, links to the course materials will be
available on the course website including the lectures, assignments, tutorials, etc. All assignments are to be
submitted to Sakai unless otherwise indicated.

Getting Help
For issues with technical difficulties for E-learning in Sakai, please contact the UF Help Desk at:
·   Learning-support@ufl.edu
·   (352) 392-HELP - select option 2
·   https://lss.at.ufl.edu/help.shtml

Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS
when the problem was reported to them. The ticket number will document the time and date of the problem. You
MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.
Other resources are available at http://www.distance.ufl.edu/getting-help for:
·   Counseling and Wellness resources
·   Disability resources
·   Resources for handling student concerns and complaints
·   Library Help Desk support

Should you have any complaints with your experience in this course please visit
http://www.distance.ufl.edu/student-complaints to submit a complaint.

Academic Honesty:
The University requires all members of its community to be honest in all endeavors. When students enroll at UF
they commit themselves to honesty and integrity. Your instructor fully expects you to adhere to the academic
honesty guidelines you signed when you were admitted to UF. In completing the registration form at the University
of Florida, every student has signed the following statement:
   *"I understand the University of Florida expects its students to be honest in all their academic work. I agree to
   adhere to this commitment to academic honesty and understand that my failure to comply with this commitment
   may result in disciplinary action up to and including expulsion from the University."*

Furthermore, on work submitted for credit by all UF students, the following pledge is either required or implied:
   "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

It is to be assumed that all work will be completed independently unless the assignment is defined as a group project
by the professor. This does not mean that students cannot help one another in learning material, but all work that is
turned in must be independent work of that individual.

Misrepresentation or plagiarism, such as claiming another's work to be one's own, refers to graphic and design work
as well as written work. Submitting work from one course to fulfill the requirements of another (unless expressly
allowed by the instructor) is also misrepresentation.

The University Honor Code and the Department of Landscape Architecture Academic Honesty Policy are to be
followed to the letter. Any students found to have cheated, plagiarized, or otherwise violated the Honor Code in any
assignment will be punished according to the severity of the act and may be referred to the Honor Court. It is each
student's responsibility to report any infraction, and it is expected that each faculty will report all infractions as well.

For more information, see http://www.chem.ufl.edu/~itl/honor.html and the Department of Landscape Architecture
Academic Honesty Policy.

Student Accommodations
Support services for students with disabilities are coordinated by the Disability Resource Center in the Dean of
Students Office. To obtain individual support services, each student must meet with a support coordinator in the

Disability Resources Program who will work with the individual student and the instructor to determine appropriate support strategies. There is no requirement for a student to self-identify his/her disability; however, students requesting classroom accommodations must register with the Dean of Students Office. Appropriate documentation regarding the student's disability is necessary to obtain any reasonable accommodation or support service.

Counseling Resources
Students experiencing crisis or personal problems that interfere with their general well-being are encouraged to utilize the university's counseling resources. Both the Counseling Center and Student Mental Health provide confidential counseling services at no cost for currently enrolled students. The Counseling Center is located at 301 Peabody Hall (next to Criser Hall). Student Mental Health is located on the second floor of the Student Health Services in the Infirmary. For further information on services and how to make an appointment, call the Counseling Center at 392-1575 or Student Mental Health at 392-1171. See the following web sites for additional resources:

Counseling Center: www.counsel.ufl.edu and Student Mental Health: http://www.hsc.ufl.edu/shcc/smhs.htm

Religious Holidays
The university calendar does not include observance of any religious holidays. The Florida Board of Governors and state law govern university policy regarding observance of religious holidays. Students shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith with prior notification to the instructor. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances.

Evaluations
Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at https://evaluations.ufl.edu. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu.

COURSE-SPECIFIC INFO:

Class Preparation
Always make sure you have your work with you so you can participate in the in-class exercises. No accommodations or extensions will be made for students who are not prepared. In addition to having your project work with you, please make sure you are also fully prepared with any other materials needed for class *before* class starts (i.e., print-outs, bum-wad, drawing utensils, etc.).

Grades and Grade Weighting
See matrix included at end of syllabus for a breakdown of points for each assignment.

Participation	20%
Diagramming Assignments	30%
Drafting Assignments	30%
Layout Assignment	20%

Participation
Includes attendance, preparation, completion of in-class exercises, and ACTIVE involvement in class discussions/critiques/tutorial demonstrations.

Diagramming Assignments:
Regional Map
Made in Illustrator, to be used as base for large-scale context of your selected park. Simple symbols will denote key features of map area. Must be to scale and feature a legend. Intended as an introduction to Illustrator.

Poster
Will be used as promotion of an "event" at your site (Shakespeare play, concert, food truck rally, sky-diving meet, etc.). This exercise is intended to foster creativity and fine-tune discussions on graphic design.

Aerial Analysis
Analysis will depict street network, land use, open space, amenities, etc. as an aerial overlay in small-scale (block level) analysis. Simple symbols will denote key features of map area. Must be to scale and feature a legend. Layers will be separated on an additional sheet.

Drafting Assignments
AutoCAD Urban Block
Students will accurately construct an urban block in AutoCAD. Site will be logically laid out (in accordance with "truthing" discussion) and constructed using explicit dimensions, angles, centerlines, etc. Line weights, hatching, dimension styles and other AutoCAD tools will be stressed for the plotted version of this assignment.

Rhino Modeling
Constructing topography and structures in Rhino based on Urban Block CAD drawing.

Layout Assignment
Final Boards
Final project will be a series of boards (made in InDesign) of your work from both DC1 and DC2. It is expected that any comments/areas of improvement mentioned on your final assignments throughout the semester will be addressed in the final (counts for 50% of final board grade).

Additional Components of Assignments

Concept Drawings

All submissions for "concepts" are hand-drawn, on trace, with clear demonstration of critical and design process thinking and must show a minimum of three *distinctly different* options (unless stated otherwise). These are "sketchy" in physical appearance (as opposed to finely-detailed drawings) but extremely well-prepared with regard to thought process, idea exploration, and effort. Example images depicting objects, textures, colors, etc. must also accompany hand-drawn sheets when applicable. Reviews will be based on printed materials. Digital copies must be scanned, adjusted as necessary, and submitted to Sakai by the deadline. These count for 10% of grade on assignment.

Progress Drafts

Based on concepts and discussions in class, these digitally created progress drafts should show assignment at minimum 80% of what final expectations are for the assignment. Reviews will be based on printed materials. Digital copies must be submitted to Sakai by the deadline. These count for 10% of grade on assignment.

For the final assignment it is expected that you somehow address issues raised in both concept drawing and progress draft review. This counts toward 10% of the grade.

Desk Crits

Desk crits will occur on days where the concept drawings are due, and also on some designated work days. They will be accompanied by a sign-up sheet so students can decide if they would prefer to have a crit towards the beginning or the end of class. *Note: signing up for the end of class crits does not mean a student has more time to complete a concept—everything is still due before class starts.* If you have things (for THIS class) that you know you can work on during class time while you are waiting for a crit, please sign up towards the end so students who are "stuck" on something can get the direction they need to get started. If this method doesn't work we will adjust it.

Schedule

Week	Topic	Tuesday	Thursday
1	Diagramming/Illustrator	introduction to class + review park options lecture: introduction to Illustrator task: mini-exercise homework: choose park	tutorial: Illustrator basics assign: Regional Map Project lecture: map graphics task: establish scale/context for map project homework: Lynda tutorials
2	Diagramming/Illustrator	work session	***80% Progress Due for Map***
3	Diagramming/Illustrator	***Final Regional Map DUE*** introduce Poster Assignment task: analyze poster examples + develop concepts	***Concepts Due for Posters*** desk crits work session
4	Diagramming/Illustrator	***80% Progress Due for Poster***	work session
5	Diagramming/Illustrator	***Final Poster Due*** introduce Aerial Analysis Project lecture: analysis graphics + review examples	work session
6	Drafting/Auto CAD	***80% Progress Due for Aerial Analysis***	***Final Aerial Analysis DUE*** Introduce CAD Assignment lecture: AutoCAD examples review homework: Lynda tutorials
7	Drafting/Auto CAD	Demo CAD tutorial: mini CAD exercise	work session
8	Drafting/Auto CAD	***80% Progress Due for CAD***	***Final CAD DUE*** (midnight)
	SPRING BREAK		
9	Modeling/Rhino	tutorial: NURBS modeling basics (interface/environment, surfaces, solids, super-basic renders) task: model an "object" from the selected project	work session with Rob

Week	Topic	Tuesday	Thursday
10	Modeling/Rhino	tutorial: terrain modeling + placing objects in terrain task: model the topography of the site, model the remainder of site "objects"	work session with Lauren
11	Modeling/Rhino	work session	work session
12	Modeling/Rhino	tutorial: 3D-2D workflows + basic textures, lighting, rendering task: finish site model; add simple textures; prepare views and output renders	work session with Lauren
13	Modeling/Rhino & Layout/InDesign	lecture: atmospheres (non-generic renderings; shadow, weather and other ephemeral environmental conditions; time as an essential element of the landscape)	lecture: introduce InDesign + review examples assign: Final Boards Project task: develop concepts
14	Layout/InDesign	***Concepts Due for Boards*** work session	***80% Progress Due for Boards***
15	Layout/InDesign	***Final Boards DUE*** (end of day)	

Disclaimer
This syllabus represents our current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.